

October 2020

Impacting eCommerce: Shipping & Delivery: Incl Impact of COVID-19 - US

“Consumers have had to accept delays in shipments due to COVID-19, as retailers both focused on fulfilling orders of essential items, as well as struggled to keep up with the influx in demand. However, consumers will expect delivery services to resume to pre-pandemic timing as the country further moves into ...

Changing Retail Landscape: Incl Impact of COVID-19 - US

“COVID-19 is wreaking havoc on the retail industry and economy at large and will continue to force permanent change. Retailers will approach change in phases, remaining nimble enough to accommodate a constantly fluid environment while COVID-19 persists, while at the same time looking ahead to strategically plan for and invest ...

September 2020

Digital Advertising: Incl Impact of COVID-19 - US

“There is an industry adage that says, “In good times you want to advertise, in bad times you must advertise.” Following the downturn in economic activity due to COVID-19, an effective digital advertising presence will be necessary for businesses both big and small to drive awareness and growth moving ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

Evolving eCommerce: Apparel Retailing: Incl Impact of COVID-19 - US

“Online apparel sales have grown as consumers become more comfortable with the process of buying without first seeing in-person. COVID-19 has accelerated this behavior, as many consumers have shifted to shopping online. At the same time, the pandemic has resulted in limited and prioritized spending and fewer reasons to buy ...

eCommerce Behaviors: Understanding the Consumer Journey: Incl Impact of COVID-19 - US

“The online consumer journey is not always a linear path, as consumers are often on a fluid journey between discovery, research, purchasing and re-buying. Consumers want to be able to seamlessly transition between shopping across online and offline channels, based on their needs and preferences. As COVID-19 has caused an ...

August 2020

Evolving eCommerce: Household Care: Incl Impact of COVID-19 - US

“For years, ecommerce has been the retail sector’s growth engine. Online retailers have significantly

Restaurant Takeout and Delivery: Incl Impact of COVID-19 - US

“Virtually all restaurants became takeout and delivery providers overnight as a result of COVID-19, and the ones that had made prior investments in off-premise



eCommerce - USA

outpaced their brick and mortar peers, and the COVID-19 pandemic has further accelerated that growth disparity. When we consider this in tandem with recent and forthcoming technology changes that will make online shopping faster, more convenient ...

business are unsurprisingly weathering the storm the best thus far. Restaurants of all types must continue to invest in takeout and delivery services as consumer behaviors ...