

October 2022

Return Process in Online Shopping - US

"Surging ecommerce demand has fueled record volumes of online returns, contributing to a growing challenge for retailers. Returns are an essential part of the online shopping journey, and the bar has been set with free returns. Retailers must manage returns by improving the online shopping journey, adding flexibility and investing ...

Alcoholic Beverages Online - US

"Online alcohol purchases caught fire amid the pandemic as a means of combating exposure concerns. Services are now pressed to create and communicate compelling reasons for use beyond necessity. Valuable benefits, such as cost and time savings, exclusive products and offerings, or a fun and connective user experience can help ...

September 2022

Online Apparel Retailing - US

"The online apparel market is poised for opportunity and growth as consumers continue to gravitate to ecommerce to purchase clothing. Thus far, brands have produced an enjoyable experience for shoppers and this experience drives consumers back to make purchases online. In the coming years, technology will be at the forefront ...

Digital Advertising - US

"As consumers spend more time online, digital advertising has achieved consistently strong growth – decelerating only briefly due to COVID-19. It continues to succeed despite regulatory pressures and consumer frustration with invasive and irrelevant ads that can lead to use of ad blockers. That's in part because it works. Digital ...

Role of Tech in eCommerce - US

"The acceleration of ecommerce led to rise in digital fluency and a wave of tech innovations. Emerging technology continues to evolve, as brands and consumers test the waters of AR, VR and AI. As the pandemic narrative shifts, consumers are prioritizing tech, which adds convenience and efficiency to their online ...

August 2022

Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022



eCommerce - USA

Path to Online Purchase - US

“Shopping online has become a critical aspect of shopping in general for consumers over the last several years. The pandemic certainly accelerated consumers’ use of ecommerce across generations, and while they are returning to in-store shopping, they still use online channels for everything from discovery and research to purchasing and ...