

January 2021

Evolving eCommerce: Vitamins, Minerals & Supplements: Incl Impact of COVID-19 - US

“The VMS ecommerce market is benefiting in a number of ways in 2020. The overall VMS market has been on a steady upward trajectory for many years, and consumer reliance on these products to support both physical and mental health makes them even more valuable as the COVID-19 pandemic continues ...

Impacting eCommerce: Social Media & Product Reviews: Incl Impact of COVID-19 - US

“As consumers continue to shop more online, the importance and role of social media and product reviews will continue to increase. Even as consumers slowly return to in-store shopping, both social media and product reviews will influence the path to purchase and guide consumers’ decisions – regardless of whether the ...

December 2020

The Future of eCommerce: Emerging Technologies: Incl Impact of COVID-19 - US

“In light of COVID-19, tech adoption accelerated nearly five years, meaning consumers and brands are more actively using available technologies and will continue to do so moving forward. Once nice-to-have tech options such as AR, digital showrooms and virtual consultations are now becoming must-haves for consumers across generations. Emerging tech ...

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

“Disruptions to consumers’ lifestyles caused by the pandemic, combined with the recession, have created challenges for the beauty industry. Consumers are re-evaluating their beauty needs and limiting nonessential spending overall. While the total beauty category will continue facing challenges, the online channel represents growth opportunities for the market. Features such ...

Evolving eCommerce: Subscription Services: Incl Impact of COVID-19 - US

“The number of different subscription services available is currently outpacing the amount of interested consumers at this point. The subscription market is slated to continue growing, especially as consumers spend more time at home amid COVID-19 and see the benefits of having goods delivered to their doorstep. However, they need ...

November 2020

Evolving eCommerce: Shopping on Social: Incl Impact of COVID-19 - US

“Prior to COVID-19, the ecommerce ecosystem was continuing its ongoing evolution. This included incorporating the latest technologies and platforms that streamlined the shopping process for consumers – including the continued adoption of social commerce capabilities. In light of the pandemic, these efforts have been accelerated as consumers’ shopping behaviors shift ...

October 2020

Evolving eCommerce: Alcoholic Beverages: Incl Impact of COVID-19 - US

“The pandemic resulted in the rapid adoption of online alcohol delivery services as consumers chose to avoid shopping in-store. While online alcohol retailers enjoyed unanticipated success, they face the challenge of retaining customers during a recession when consumers are extra-sensitive to fees associated with online shopping. Online alcohol beverage services ...