

January 2022

Evolutions in eCommerce - US

“The pandemic has permanently changed how consumers interact with technology, with the lines between physical and virtual spaces becoming increasingly blurred. The continued reliance on technology and the escalation in online shopping activity has driven innovation and the advancement of newer forms such as augmented and virtual reality and digital-only ...

Online Experiential Retailing - US

“To attract consumers, encourage engagement and drive sales; multichannel and pure play retailers must reimagine their customer experience offering in an online setting. Critical underpinnings of a successful online experience are choice and flexibility. Let consumers try products before they buy them, choose when and how they collect and/or ...

December 2021

Sustainability Behaviors in Online Shopping - US

“Sustainability is an issue many consumers, brands and retailers are focused on, and all parties want to leave a positive impact for generations to come. The significant increase in ecommerce has led to a rise in packaging and delivery materials, waste and emissions from delivery vehicles. As ecommerce continues to ...

Online Marketplaces - US

“At their best, online marketplaces promise consumers an ideal combination of broad selection from a wide range of merchants with the convenience and reassurance of purchasing from a large, established retailer. However, achieving this ideal balance isn't easy – especially if you aren't Amazon. As the category matures – with ...

November 2021

Online Beauty Retailing - US

“The pandemic has impacted consumers' lifestyles resulting in altered beauty routines and shifts in shopping behaviors. The in-store experience continues to be challenged – consumers are now shopping and engaging online as a choice instead of what initially was a need. Moving forward, the consumer journey will be more blended ...