

August 2020

eCommerce Behaviors: Gen Z vs Millennials: Incl Impact of COVID-19 - US

“Gen Z and Millennials are similar in many ways: they are digital natives who enjoy the online experience; they expect brands to leverage technologies to meet their specific needs; they hold brands accountable for their actions. Online, Gen Z and Millennials prioritize different value-added offerings from brands as they navigate ...

July 2020

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

“The rush to online shopping amid the pandemic is boosting the already solid growth of grocery ecommerce. While some shoppers who shifted more of their grocery dollars online to minimize exposure to the virus will be eager to get back to the store as a way to regain a sense ...

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

“The online furniture market will continue to see positive sales, albeit at a slower pace than expected due to COVID-19. Sales of home office furniture will spike as many consumers shift to working from home. As unemployment rises and the housing market slows down, many larger furniture purchases will be ...

The Impact of COVID-19 on Retail and Ecommerce - US

“While COVID-19 has wreaked havoc on the retail industry and economy at large, retailers can still look for – and capitalize on – opportunities to connect with their current customers or welcome new ones. There are a number of factors consumers will be looking for from retailers and brands now ...

June 2020

Impacting eCommerce: The Amazon Effect: Incl Impact of COVID-19 - US

“Amazon is powerful and influential. But it’s also rather universally respected and trusted, and there can be a big difference between having power and garnering respect. As a leader, Amazon comes under scrutiny often, but



eCommerce - USA

overall, consumers are supportive, trusting, and even grateful, seeing it as an essential part of ...