

Impacting eCommerce: The Amazon Effect: Incl Impact of COVID-19 - US - April 2020

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

– **Diana Smith, Associate Director – Retail & Apparel**

This report looks at the following areas:

This has been especially true as a result of COVID-19, as consumers turn to Amazon for many of their shopping needs. At first, the pandemic even threw Amazon off its game, with demand so high the company couldn’t keep up. As consumers’ shopping behaviors and needs continue to evolve, they will continue to rely on Amazon to fulfill their needs. As it works to resolve the initial issues and improve its services, Amazon is poised for strong growth moving forward.

- **The impact of COVID-19 on consumer behavior and the retail market**
- **How Amazon will fare in the post-COVID-19 slowdown**
- **Amazon’s effect on consumer shopping behavior and other retailers’ business practices and offerings**
- **Amazon’s key initiatives and areas of focus moving forward**

The Amazon Effect refers to how consumers have changed shopping behaviors because of something the company has done or offered, and how its disruptive actions have forced its rivals to think differently and be more strategic in order to survive. The recent COVID-19 outbreak has had a major impact on the entire retail industry, and not even the world’s largest online retailer is immune to it. With many consumers turning to shopping online, Amazon is playing a major role during the pandemic, quickly working to address new issues and adjust its approach moving forward.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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