

eCommerce Behaviors: Understanding the Consumer Journey: Incl Impact of COVID-19 - US - July 2020

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This report looks at the following areas:

As COVID-19 has caused an increase in online shopping across categories, retailers must work to improve their ecommerce capabilities to cater to consumers' evolving shopping behavior and expectations in the next normal.

- The impact of COVID-19 on consumer behavior and ecommerce
- How pandemic and recession have increased the focus on value when shopping online
- How online retailers are working to improve the ecommerce experience
- The growing role of social media in the online shopping journey
- This Report was written July-August 2020.



"The online consumer journey is not always a linear path, as consumers are often on a fluid journey between discovery, research, purchasing and re-buying. Consumers want to be able to seamlessly transition between shopping across online and offline channels, based on their needs and preferences."

– Katie Yackey, eCommerce Analyst

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