

# Evolving eCommerce: Apparel Retailing: Inc Impact of COVID-19 - US - July 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and online apparel retailing.
- Consumers' changing apparel needs and spending habits.
- How the value-driven approach to clothes shopping goes beyond price.
- Barriers to shopping for clothes online.

Consumers were already becoming more comfortable with shopping for clothes online, and the COVID-19 pandemic has further shifted consumer behaviors and attitudes in this direction. Some will consider online shopping the preferred way to shop, viewing it as a cleaner and safer option. While this will benefit ecommerce sales, the overall apparel category will face challenges due to limited and prioritized spending and fewer reasons to buy clothes. To keep consumers engaged moving forward, online retailers must ensure a frictionless and enjoyable shopping experience across the entire consumer journey – including the product search and discovery process, customer service, checkout, and post-purchase needs.



"Online apparel sales have grown as consumers become more comfortable with the process of buying without first seeing in-person. COVID-19 has accelerated this behavior, as many consumers have shifted to shopping online."

**- Alexis DeSalva, Senior Analyst – Retail and eCommerce**

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## APPENDIX – THE MARKET

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