

Evolving eCommerce: Household Care: Incl Impact of COVID-19 - US - August 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the household care ecommerce market
- Competitive strategies related to household care ecommerce
- Consumer shopping habits online and in-store
- Consumer attitudes toward household care ecommerce
- Interest in ecommerce innovations

Next to food, household care is the category where consumers have most prioritized spending since the onset of the COVID-19 pandemic. Cleaning is a way of preventing disease-causing germs, but in a world that's increasingly uncertain, caring for the home is one of the few spheres of life where consumers still have a semblance of control. When we consider these trends in tandem with the unprecedented growth of ecommerce as the safer retail channel, household care products will see robust sales growth online. Changes in consumer purchase behavior have reached a milestone, where 66% of consumers have increased their purchase of household products online compared to 2019.



"For years, ecommerce has been the retail sector's growth engine. Online retailers have significantly outpaced their brick and mortar peers, and the COVID-19 pandemic has further accelerated that growth disparity."

– **Jamie Rosenberg, Senior Global Household Analyst**

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