

The Future of eCommerce: Emerging Technologies: Incl Impact of COVID-19 - US - December 2020

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“In light of COVID-19, tech adoption accelerated nearly five years, meaning consumers and brands are more actively using available technologies and will continue to do so moving forward. Once nice-to-have tech options such as AR, digital showrooms and virtual consultations are now becoming must-haves for consumers across generations.”

– **Katie Yackey, eCommerce Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the role of technology in ecommerce
- The effects of a lingering recession on consumers' ecommerce and technology use
- Motivating factors driving consumers' use of emerging tech
- Barriers to consumer tech adoption

Emerging technology is shaping the way consumers shop, interact and explore brands and retailers online. COVID-19 has drastically accelerated the rate at which consumers of all ages are adopting more digital practices into their lives – nearly five years sooner than anticipated. The advancement and adoption of tech will continue to revolutionize the way consumers shop, engage and learn about brands online moving forward. It will provide highly personalized experiences and give consumers the ability to shop in more ways than ever before, including designing rooms with AR, browsing store aisles virtually and connecting with brand associates from their homes.

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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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Table of Contents

Overview

- What you need to know
- Key issues covered in this Report
- Definition
- COVID-19: Market context

Executive Summary

- Top takeaways
- Market overview
 - Figure 1: Total US retail ecommerce sales and forecast, at current prices, 2015-25
- Impact of COVID-19 on ecommerce and technology
 - Figure 2: Short-, medium- and long-term impact of COVID-19 on ecommerce and emerging technology, December 2020
- Opportunities and Challenges
 - Quick adoption of tech leads to digital engagement opportunities
 - Connecting local businesses and neighborhoods
 - Protecting privacy
 - Bring the in-store experience online

The Market – Key Takeaways

- Full steam ahead
- A river of innovation moves down the pipeline
- 5G drives tech advancement

Market Size and Forecast

- Strong ecommerce market followed by tech growth spurt
 - Figure 3: Total US retail ecommerce sales and forecast, at current prices, 2015-25
- Macroeconomic factors
 - Lingering unemployment leaves consumers feeling blue
 - Figure 4: Unemployment and underemployment, January 2007-November 2020
 - Figure 5: Consumer Sentiment Index, January 2007-October 2020
 - Tightening the financial belt
 - Figure 6: Disposable personal income change from previous period, January 2007-October 2020
- Impact of COVID-19 on ecommerce and technology
 - Figure 7: Short-, medium- and long-term impact of COVID-19 on ecommerce and emerging technology, December 2020
- Lockdown
- Re-emergence
- Recovery
- COVID-19: US context
- Learnings from the last recession

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Market Factors

Unemployment causes consumers to seek out value from their purchases

Figure 8: Unemployment and underemployment, January 2007-November 2020

Digital opportunities keep people connected

A fast-moving stream of innovation

Securing privacy in the digital realm

The detrimental costs of technology

Market Opportunities

Rapid tech adoption

Local businesses leverage tech

Using social media to drive digital connections

Figure 9: Instagram Shops

5G Ready

Companies and Brands – Key Takeaways

Facebook: Through the (smart)glasses

Showrooms on display

Packaging delight

Gamifying the world of retail

Snapping up exclusive launches

Competitive Strategies

Facebook takes a peek at smart glasses

Blue Nile displays its digital showrooms

Amazon gives its packaging a base for engagement

Figure 10: Amazon packaging

Interior design builds in the gaming world

Figure 11: Design Home platform

Retailers reach consumers in a Snapchat

Figure 12: Jordan Brand Snapchat fashion collection

The Consumer – Key Takeaways

Consumers are curious about new tech

Tech helps consumers blend the physical and the digital worlds

Consumers want ease and convenience first

Building online communities through tech

Consumer Trend Drivers and Emerging Technology

All drivers contribute to ecommerce tech success

Technology

Figure 13: Technology

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Wellbeing

Figure 14: Wellbeing

Surroundings

Figure 15: Surroundings

Rights

Figure 16: Rights

Identity

Figure 17: Identity

Value

Figure 18: Value

Experience

Figure 19: Experiences

Consumers' Comfort with Technology

Curiosity is in the air

Figure 20: Familiarity with technology, October 2020

Figure 21: Amazon's Cook Along with Alexa

Connect with younger consumers through tech

Figure 22: Familiarity with technology, by generation, October 2020

Parents find an assist they need through tech

Figure 23: Familiarity with technology, by parental status, October 2020

Bring Hispanic consumers online by using emerging tech

Figure 24: Familiarity with technology, by Hispanic heritage, October 2020

How Technology Is Used

Meshing the physical and digital worlds

Figure 25: Technologies used while shopping, October 2020

Scanning vs. Visual Tech

Figure 26: Scanning Technologies used while shopping, by generation, October 2020

Shopping vs. Leisure Activities

Figure 27: Tech used for shopping and leisure activities, October 2020

Motivations and Barriers

Motivations

Tech drives beyond experiences

Figure 28: Motivations for using new tech, October 2020

Consumers crave comfort

Figure 29: Motivations for using new tech, by generation, October 2020

Seeking more than practical, tactical brilliance

Figure 30: Motivations for using new tech, by generation, October 2020

Barriers

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Privacy concerns linger on

Figure 31: Barriers to using tech, October 2020

Younger consumers face being priced-out of experiences

Figure 32: Barriers to using tech, by generation, October 2020

Attitudes toward Shopping Technology

Consumers need to see the benefits of technology

Figure 33: Attitudes toward shopping technology, October 2020

Younger consumers want to engage with brands

Figure 34: Attitudes toward shopping technology, by generation, October 2020

Figure 35: FENTY digital consultation

Tech aids in settling frustrations

Figure 36: Attitudes toward shopping online, October 2020

Develop a simple system for consumers to connect

Figure 37: Attitudes toward shopping online, by generation, October 2020

Help consumers know what they don't know

Figure 38: Attitudes toward elements of ecommerce, October 2020

Future Applications

Transfer the in-store experience to the online world

Figure 39: Future online experiences, October 2020

Equipping parents properly

Figure 40: Future online experiences, by parental status, October 2020

Bolstering knowledge leads to boost in confidence

Figure 41: Online shopping improvements, October 2020

Showing off values

Figure 42: Online shopping improvements, by generation, October 2020

Appendix – Data Sources and Abbreviations

Data sources

Forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – The Consumer

Figure 43: Technologies used while shopping, by product, October 2020

Figure 44: Future online experiences, by product purchased, October 2020

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