



Key Elements of eCommerce - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the ecommerce market.
- How a down economy causes consumers to seek value throughout their shopping journey.
- Each element's role during the online shopping experience.
- How select categories are adopting the key elements.



"As consumers continue to do more shopping online, each of the key elements of ecommerce will play increasingly larger roles. These elements construct an elevated and enjoyable experience for consumers, helping them find products fit for their needs and feel connected to brands as they shop online."

– **Katie Yackey, eCommerce Analyst**

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