

Shopping Small Businesses - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and small businesses
- How consumers currently shop small businesses and their future plans to do so
- Occasions driving purchases at small businesses
- Motivators and barriers to shopping small



“Small businesses play a significant role in consumers’ shopping behaviors and local economy. The pandemic caused consumers to think more mindfully about where they shop and highlighted small businesses as an area to focus on. Business platforms and companies of all sizes should be taking note of opportunities to work with these small shops.”

– **Katie Hansen, Retail & eCommerce Analyst**

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