

## Evolutions in eCommerce - US - 2021

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### This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the ecommerce market
- Consumer familiarity and usage of various digital technologies
- How technology can improve online shopping
- The evolution of NFTs and digital-only product forms

eCommerce technology continues to evolve rapidly after the COVID-19 pandemic accelerated online shopping and consumer use of technology by years. To address this sudden shift toward ecommerce, retailers and brands swiftly implemented technology solutions to combat challenges created by lockdowns and store closures. AR tools like virtual fitting rooms and 3D product placement tools have gone more mainstream in an effort to re-create the in-store experience digitally, and social commerce and livestream shopping events are becoming a supplement to the social aspects of shopping. This rapid rise in new technology has sparked consumer interest by introducing exciting new possibilities, as the lines between physical and digital spaces become increasingly blurred.

The pandemic has permanently changed the way consumers interact with technology, and ecommerce is no exception. Realizing the convenience of online shopping, almost all consumers across demographics are shopping online, while nearly half are shopping online once or more per week. Even as consumers return to shopping more in-store, online shopping behaviors are expected to see continued growth in the years ahead, as consumers maintain shopping habits and preferences developed since the onset of COVID-19.

Looking ahead, brands and retailers will look to advancements in technology to improve the shopping experience for consumers across channels. Highly personalized, tech-forward experiences will become the norm for both online and in-store shopping, and tools such as virtual try-on, 3D mapping and augmented reality filters will become commonplace. Furthermore, as the



“The continued reliance on technology and the escalation in online shopping activity has driven innovation and the advancement of newer forms and digital-only items. As the next normal evolves, brands and retailers must do the same as consumers seek out new ways to immerse themselves and find enjoyment in virtual spaces.”

– **Brittany Steiger, Sr Analyst**  
– **Retail & eCommerce**

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metaverse unfolds, so will new opportunities for industries to embrace virtual reality and virtual-only product offerings, like NFTs, to engage with consumers across both digital and physical spaces.

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