

Role of Tech in eCommerce - US - 2022

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This report looks at the following areas:

- Consumer usage of technology for shopping and personal use
- Consumer awareness and interest in evolving forms of ecommerce technology
- Motivations and barriers to consumers' use of technology for online shopping
- Types of emerging technology consumers are interested in
- Role of technology in online shopping behaviors
- Consumer attitudes toward ecommerce technology

Technology plays a pivotal role in the online shopping experience. The acceleration of technology use and a steep rise in ecommerce adoption brought on by the COVID-19 pandemic sparked a wave of innovation in shopping technology. Two years on, ecommerce levels remain elevated and consumers continue to find novel applications to supplement the online shopping experience.

Consumers are most comfortable with technology that they are familiar with and that streamlines or adds simplification to their shopping routines. Tech applications have also changed how consumers explore products and interact with brands and retailers online, opening up new possibilities for online experiential retailing and omnichannel applications. Technology such as AR, VR and 3D mapping enables consumers to shop online as if they are in a store, while social commerce adds depth and seamlessness to the path to purchase. Looking ahead, Web3 technologies and the metaverse are on the horizon, creating new frontiers and digital worlds to be explored.

While the appetite for digital experiences may begin to wane from pandemic highs as consumers return to physical stores, a desire for seamlessness across channels will win out. Overall, consumers are optimistic about ecommerce tech, but they also need to see the benefits. Privacy and online safety will remain top-of-mind as consumers become more mindful of how retailers and brands



"The acceleration of ecommerce led to a rise in digital fluency and a wave of tech innovations. Emerging technology continues to evolve, as brands and consumers test the waters of AR, VR and AI."

– **Britany Steiger, Senior Analyst – Retail & eCommerce**

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use their personal data. Expectations will continue to grow higher as they consumers look to brands and retailers to provide safe, convenient and more personalized shopping experiences wherever they choose to shop.



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