

Evolving eCommerce: Shopping on Social: Incl Impact of COVID-19 - US - October 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the ecommerce market
- Increased focus on value due to the recession
- How consumers are using their social media platforms during the shopping process
- What's needed to drive consumers to purchase through social channels

The way consumers are shopping online continues to evolve – and social commerce will play a larger role moving forward. As consumers shop more online due to the COVID-19 pandemic, brands and retailers have the opportunity to drive awareness, engagement, and purchases through social channels. The continued adoption of social commerce will streamline the shopping process as consumers can complete their journey without ever having to leave the platforms.



“Prior to COVID-19, the ecommerce ecosystem was continuing its ongoing evolution. This included incorporating the latest technologies and platforms that streamlined the shopping process for consumers – including the continued adoption of social commerce capabilities.”

- Katie Yackey, eCommerce Analyst

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