

# The Future of eCommerce: Emerging Technologies: Incl Impact of COVID-19 - US - December 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the role of technology in ecommerce
- The effects of a lingering recession on consumers' ecommerce and technology use
- Motivating factors driving consumers' use of emerging tech
- Barriers to consumer tech adoption

Emerging technology is shaping the way consumers shop, interact and explore brands and retailers online. COVID-19 has drastically accelerated the rate at which consumers of all ages are adopting more digital practices into their lives – nearly five years sooner than anticipated. The advancement and adoption of tech will continue to revolutionize the way consumers shop, engage and learn about brands online moving forward. It will provide highly personalized experiences and give consumers the ability to shop in more ways than ever before, including designing rooms with AR, browsing store aisles virtually and connecting with brand associates from their homes.



“In light of COVID-19, tech adoption accelerated nearly five years, meaning consumers and brands are more actively using available technologies and will continue to do so moving forward. Once nice-to-have tech options such as AR, digital showrooms and virtual consultations are now becoming must-haves for consumers across generations.”

– Katie Yackey, eCommerce Analyst

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