

PANDEMIC

PURCHASING PATTERNS

Unsurprisingly, ecommerce sales have surged over recent months as in-store retail trading ground to a halt and consumers increased their reliance on home deliveries. But the way in which customers are shopping online, from the amount spent to shopping frequency, has changed, and could alter the future of ecommerce in the coming years

BUDGETS ARE CHANGING

Global consumers were asked whether their budgets were changing in the following ways because of coronavirus



Yotpo 2020

SHOPPING BEHAVIOUR IS CHANGING

UK consumers were surveyed on their spending habits during and post-lockdown



Arlington Research/PFS 2020

GROCERY DELIVERIES ARE GETTING BIGGER

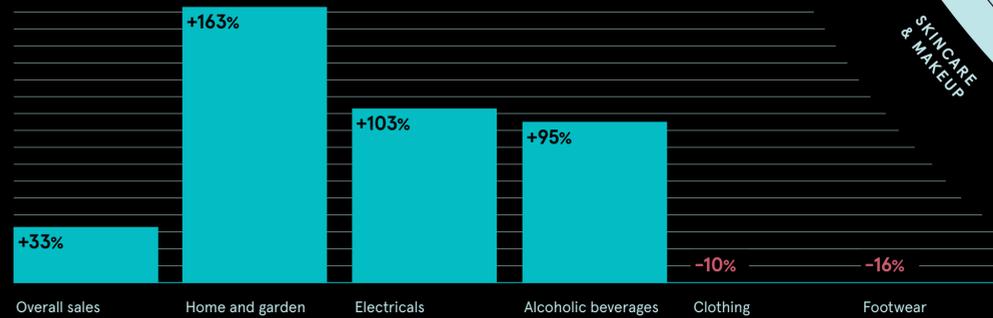
Average spend per order and orders per month in the United States



Mercatus/Brick Meets Click 2020

ONLINE SALES HAVE SOARED, BUT NOT IN CLOTHING

Annual change in online retail sales during May



IMRG/Capgemini 2020

