

How COVID-19 Is Changing Online Consumer Behavior



The e-commerce landscape is evolving quickly as consumers and brands adapt to a post-coronavirus world. And consumer behavior formed during this unprecedented time may shape shopping habits for years to come.

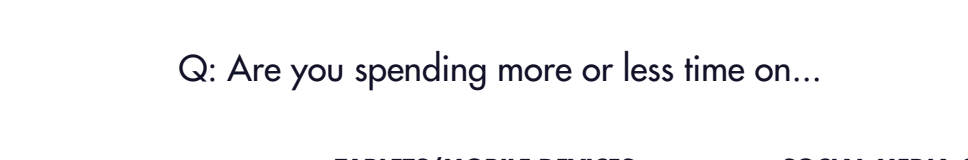
To stay competitive, brands and retailers need to know these consumers — *where* they are spending time, *how* they are shopping and *what* their shopping habits might be in the future — and build effective strategies to reach them.

We polled over 1,000 active US consumers about their shopping habits to find out how the COVID-19 crisis has impacted their behavior since the start of March.*

WHERE CONSUMERS ARE SPENDING TIME

"Since the outbreak of Coronavirus/COVID-19 at the start of March..."

46% of consumers are shopping online more frequently:

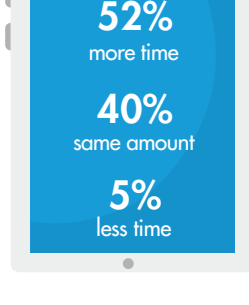


Q: Are you spending more or less time on...

LAPTOP/DESKTOP COMPUTERS



TABLETS/MOBILE DEVICES

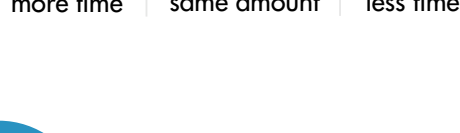


SOCIAL MEDIA CHANNELS

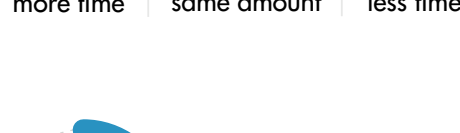


Q: Are you spending more or less time shopping on...

AMAZON



NON-AMAZON MARKETPLACES (E.G., EBAY, WALMART, TARGET, ETC.)

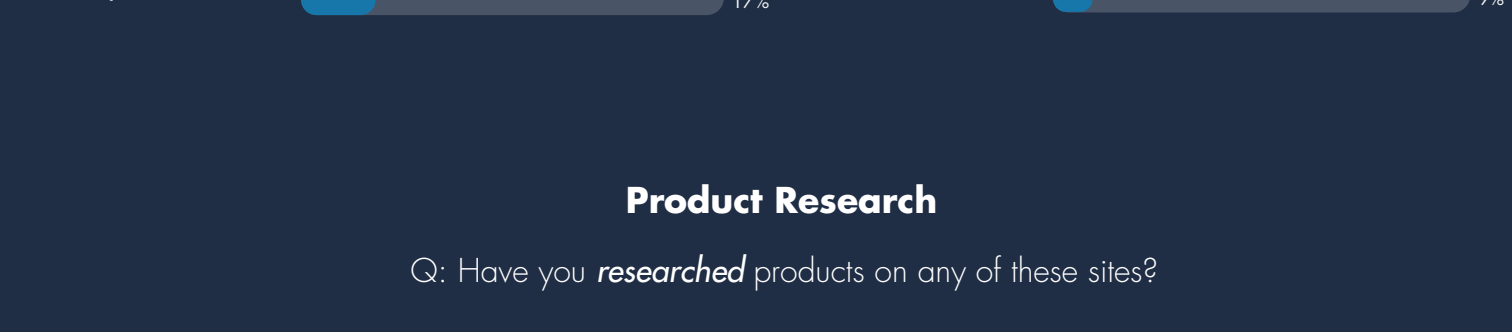


HOW CONSUMERS ARE SHOPPING

"Since the outbreak of Coronavirus/COVID-19 at the start of March..."

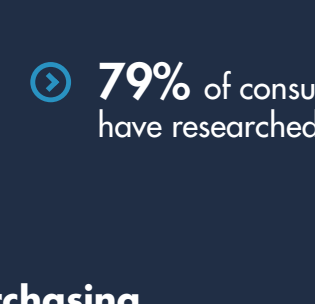
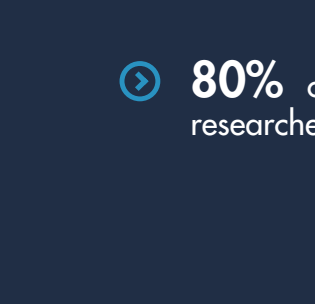
Product Discovery

Q: How have you *discovered* the products you've purchased online?



Product Research

Q: Have you *researched* products on any of these sites?

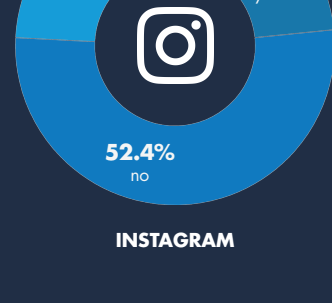
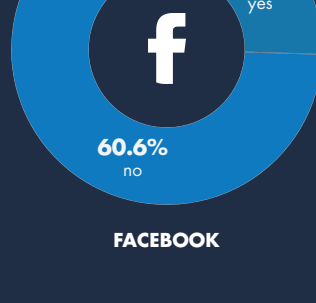


80% of 18- to 25-year-olds have researched products on Instagram

79% of consumers over 56 years old have researched products on Amazon

Product Purchasing

Q: Have you *purchased* products on any of these sites?



65% of 18- to 25-year-olds have purchased products on Instagram after seeing ads/posts

63% of 18- to 25-year-olds have purchased products on Amazon after seeing ads

Top Product Categories During the Pandemic

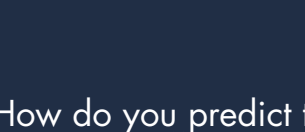


WHAT CONSUMER BEHAVIOR MAY LOOK LIKE IN THE FUTURE

The COVID-19 crisis seems to have accelerated the consumer behavior trends we've been witnessing for years. Many consumers spent more time online recently out of necessity. And as a result, they started branching out, discovering new channels and gaining confidence in online shopping.

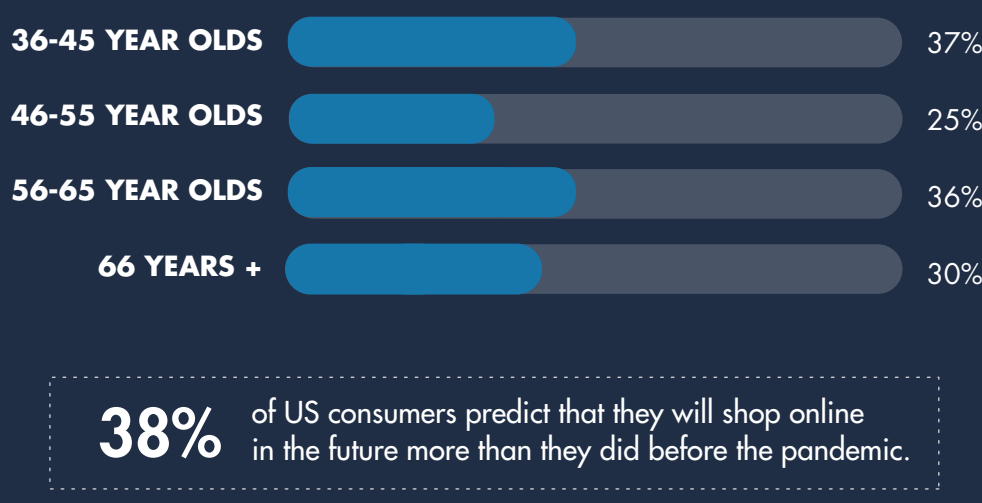
But as we see in the data below, the familiar patterns and preferences will continue in the months and years ahead: Consumers expect to shop online even more. Price still matters most of all. And most consumers — new and returning, young and old — will be starting their product searches on Amazon.

Since the outbreak of Coronavirus/COVID-19...



Q: How do you predict that the current COVID-19 outbreak will affect your future purchasing habits?

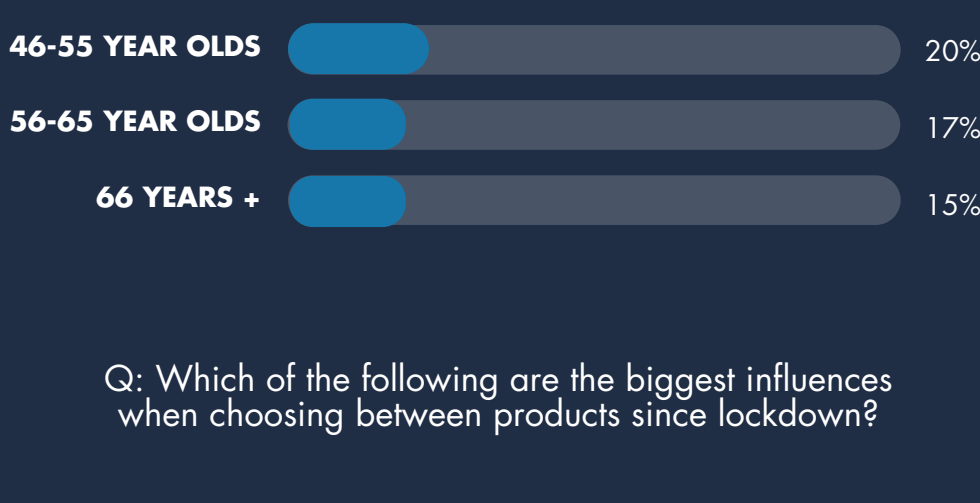
"I will shop online more than before"



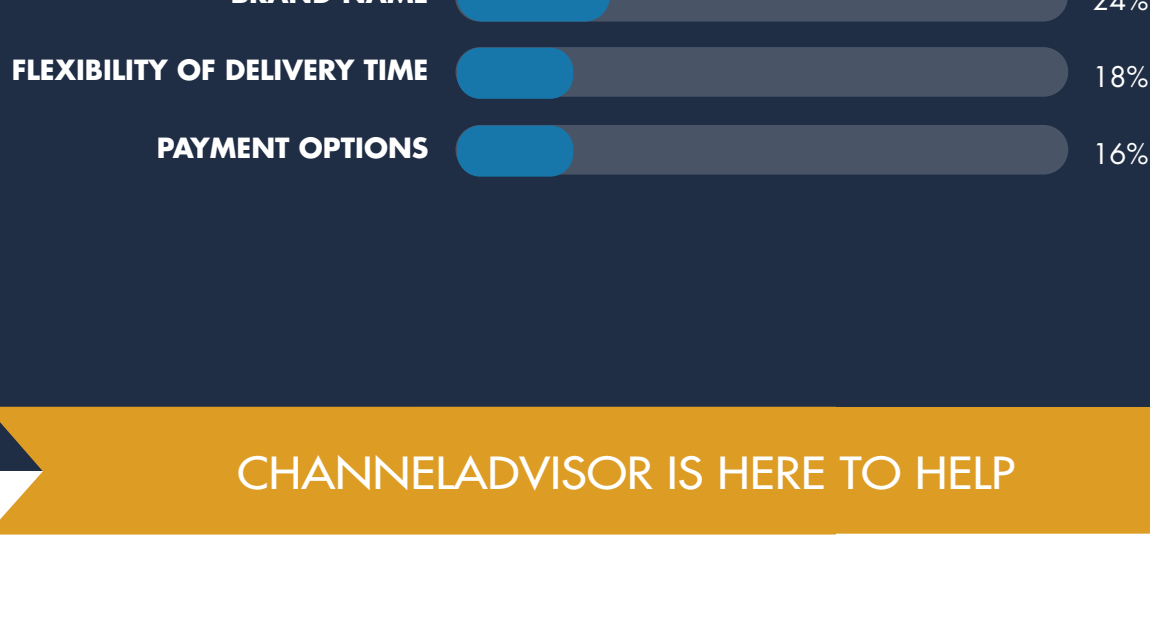
38% of US consumers predict that they will shop online in the future more than they did before the pandemic.

Q: How do you predict that the current COVID-19 outbreak will affect your future grocery purchasing habits?

"I will shop for groceries online more than I did before."



Q: Which of the following are the biggest influences when choosing between products since lockdown?



CHANNELADVISOR IS HERE TO HELP

The impact of the current COVID-19 crisis on businesses across the globe will be felt for years to come. ChannelAdvisor has created a dedicated resource center to help you navigate helpful information and resources. If you have any questions about your business, e-commerce trends, various selling channels or ways you can accelerate your company's digital footprint, reach out to us today. One of our e-commerce consultants will be happy to discuss it with you.

[VISIT RESOURCE CENTER](#)



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*Survey conducted with Dynata — 1,001 US active consumers across all age groups, states and ethnicities, May 2020.