

# Consumer Shopping Trends in the Age of COVID-19: Part III



The effects of Covid-19 are continuing to make their mark on the retail industry. As we enter a new phase in the pandemic, it's never been more important to understand where consumers are spending their time and money.

In **May** we charted consumer shopping behaviour at the height of lockdown with consumers demonstrating a strong willingness to embrace new digital channels to meet their needs. In **June** we analysed consumer sentiment one week after shops reopened, exploring whether these digital preferences had remained or it was "business as usual."

Now, as the industry prepares for the festive peak season, we bring you the third instalment of our Consumer Shopping Trends in the Age of COVID-19 research where we uncover how consumers are feeling 6 months into the pandemic. We polled 1022 UK shoppers to find out where and how they're shopping – and how they plan to spend their money in the future.

## SHOPPING ONLINE MORE FREQUENTLY

7% increase since shops reopened

48%

May 2020

55%

August 2020

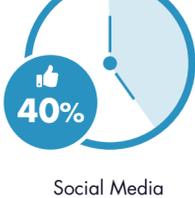
## HIGH STREET HESITATION REMAINS



## CONSUMERS ARE SPENDING MORE TIME ONLINE



Amazon



Social Media



Other Marketplaces

## ONLINE IS BECOMING THE NEW WINDOW SHOPPING



85%



76%



66%



31%



25%

Researched products on these sites since the outbreak of COVID-19

## AMAZON REMAINS THE MOST POPULAR

- 45% began their online shopping on Amazon
- 85% used Amazon to research products since March
- 45% spending more time on the site since the pandemic
- 63% plan to do the majority of Christmas shopping on the site
- 70% plan to check prices on Amazon for Christmas shopping



## DELIVERY EXPECTATIONS ARE HIGH



are happy to wait longer for delivery of non-essential items

↓ 7% since May



have increased expectations of delivery speed

↑ 8% since May



say delivery speed is the biggest influence on choosing products

## THE BIG INFLUENCERS



## LOOKING FORWARD TO CHRISTMAS

- 23% plan to spend more money
- 60% plan to spend the same money
- 17% plan to spend less money



## WHAT'S NEXT?

The impact of COVID-19 on brands and retailers across the globe will be felt for years to come. If you would like to discuss how you can increase your company's digital footprint and optimise your multichannel strategy, get in touch today!

