

The Ecommerce Update: What to Expect Post-COVID



We have entered our newest normal, the post-COVID (ish) era. This step forward means many consumers are heading back in-store and increasing spend on services. Traditional U.S. retail is now projected to grow 2.2% in 2021, to \$4.95T. However, such a broad group of consumers became comfortable purchasing a wider variety of items online during 2020 that ecommerce will continue accelerating. This infographic, in presenting the numbers and the long-lasting consumer motivations, depicts what to expect in the months ahead and where brands should prioritize their efforts.

IT MAKES CENTS

\$908.73B: the projected size of ecommerce sales in 2021. That represents a **13.7% increase** over 2020 (\$799.18B)

Ecommerce will account for **15.5% of total retail sales in 2021**

In 2022, ecommerce sales are projected to **exceed \$1T**



GOING FOR GROWTH

The **top three projected growth categories** in 2021:



Apparel & accessories:

18.9%
(driven by pent-up demand)



Food & beverage:

18.1%
(spurred by online grocery)



Health/personal care/beauty

16.1%
(accelerated by the pandemic)

Cosmetics and beauty, as a sub-category, will grow 9.7% in 2021, reaching \$12.98B

CONVENIENCE IS THE KEY MOTIVATOR

Obviously, health concerns and lockdowns drove enormous growth in ecommerce, but **convenience persists** as the top motivator for consumers:

63% say **convenience** is the **most important** aspect of shopping

42% report that **seamless shopping** is the **second most important**

38% report that **personalization** is **third most important** to them

50% rank **emerging technology** as the **fourth most important** factor

MAINTAIN MOMENTUM: NEW, IMPROVED, (AND MORE) TECH

Despite emerging technology ranking fourth in importance to consumers right now, improving online shopping through new technology (**AI, digital showrooms, virtual consultations, AR/VR, QR codes, and scan and shop**) is the biggest growth opportunity for brands. Coaching will be key:

- **41%** of consumers feel that new technology adds value to the online shopping experience
- **37%** expect brands to implement new technologies into the ecommerce experience
- **29%** want brands to show them how to use the new technology

TACKLING POST-COVID SEAMLESSLY

As consumers start going back in-stores more frequently, the seamless **phygital** experience will be critical:

- **37%** of both Millennials and Gen Zers like to go to a store to see/touch an item before purchasing online
- **31%** of Millennials prefer brands to use digital tools to bring the store to them
- **30%** of Gen Zers prefer going in-store to talk with sales-professionals about products

ECOMMERCE: WHAT'S WORKING AND WHAT THEY WANT

- **64%** of consumers enjoy **finding a product and returning to it later**
- **56%** would like to more easily **compare products across websites**
- **55%** like receiving **brand updates on deals, price drops, and discounts**
- **48%** want more **transparency around inventory**
- **47%** like **finding things they weren't necessarily looking for** when online shopping
- **34%** find online ads **useful toward product discovery**