

Holiday Shopping During Covid-19: 6 Key Consumer Insights

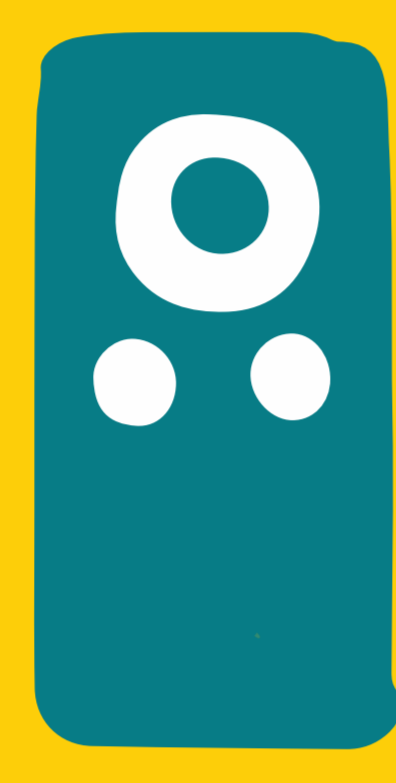
Holiday shopping is expected to **start earlier in 2020** as **consumers shy away from crowds** and **search online for gifts** to make homes a great place to live, learn, work and play.



Consumers are more receptive to advertising

3 out of 4 consumers discover brands or retailers while using a mobile phone.

People of all ages are spending more time:



1.
Watching streaming services

2.

Connecting to Social Media



3.
Browsing the internet



4.

Reading texts and email



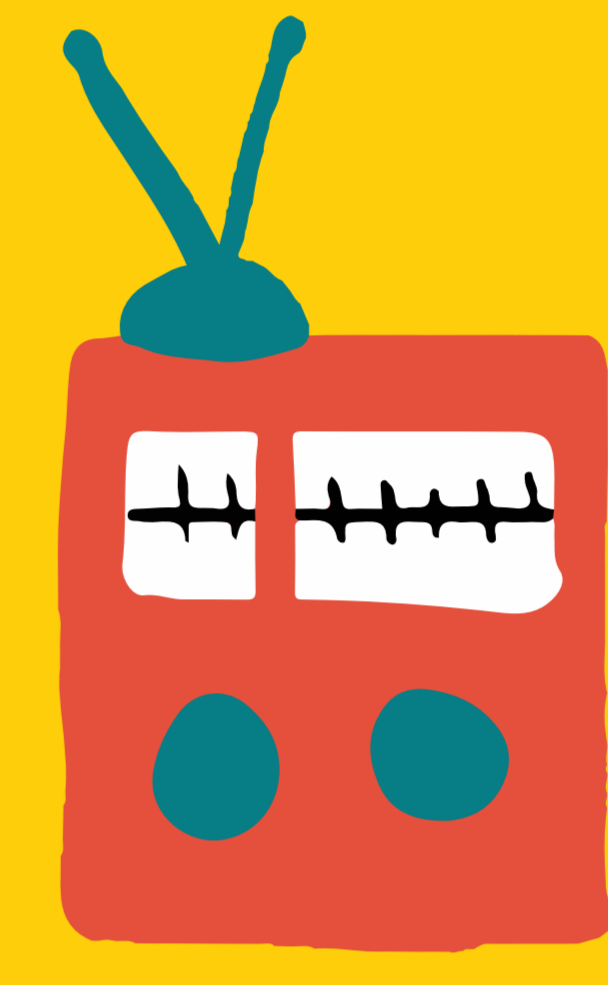
5.

Watching TV



6.

Listening to radio



Sources:
SalesForce,
Globalwebindex

Omni-channel shopping is the new normal

Consumers of all ages are seeking safer, more convenient ways to shop.

will shop online for safety and convenience

74%

70%

will shop in stores earlier in the season to avoid crowds

67%

will check product availability online before going to a store

53%

want a contactless shopping experience

Source: Google / Ipsos

A flurry of online purchases

2 out of 3 consumers plan to do most of their holiday shopping online, and make a few quick 'in and out' store visits.

Tipping points for holiday purchases:

Safety & Convenience



Product Availability



Free Shipping

or an option to buy online, then pick up in-store (BOPIS) or curbside



Positive Customer Reviews



Price



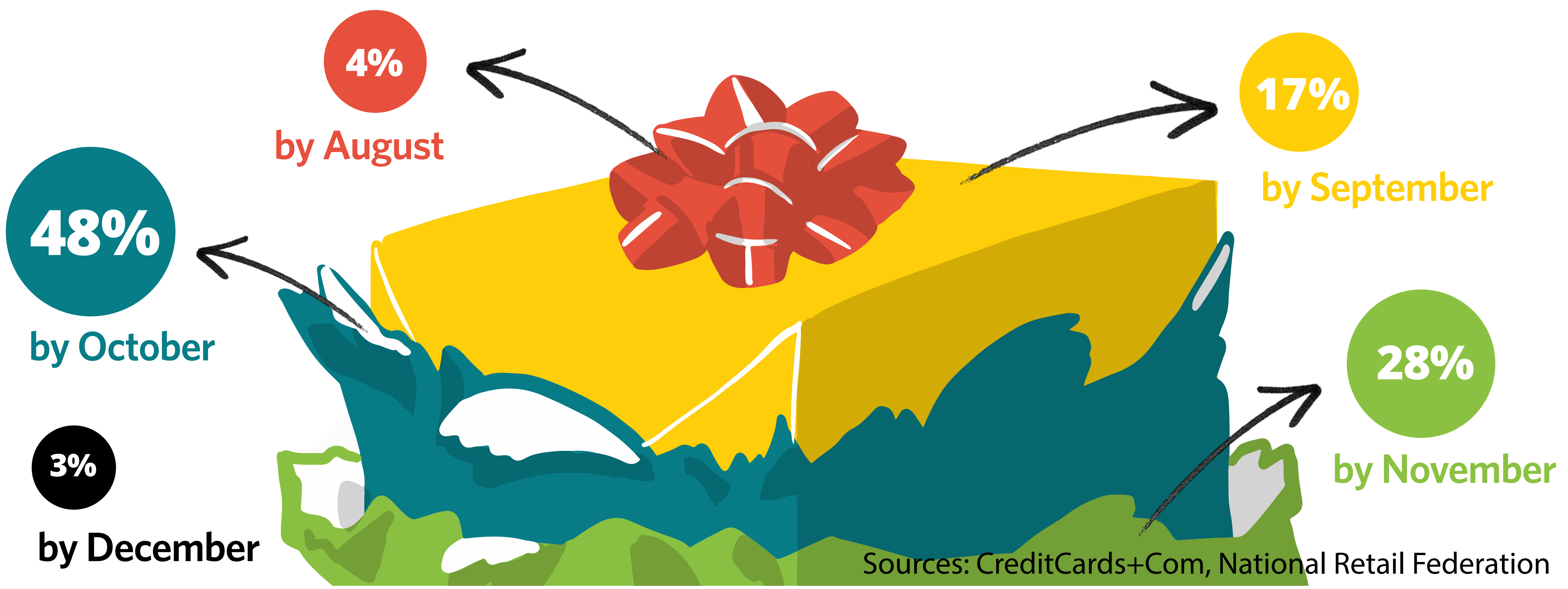
Source: CreditCards+Com

Purchases could wrap up sooner

2 out of 3 consumers are concerned about crowds, product shortages and shipping delays.

74%

of consumers are expected to start shopping earlier:



Customer reviews boost future sales

9 out of 10 shoppers read up to 10 customer reviews to decide what to buy and where to shop.

reviews increase conversions by

+240%

80%

of reviews originate from a follow-up email after a purchase

Ratings of 4.0 to 4.7 lead to more sales than 5 star ratings

Source: Northwestern University Spiegel Research Center

Evolving consumer lifestyles and values impact loyalty

3 out of 4 consumers have tried a different brand, retailer or way of shopping during the pandemic due to safety, price or convenience.

56%

of consumers plan to shop more in local stores or buy locally sourced products

61%

of consumers plan environmentally friendly, sustainable or ethical purchases

Sources: Accenture: Coronavirus Consumer Habits, McKinsey Consumer Sentiment in the U.S.

Consumer research gives brands and retailers in-depth and actionable marketing insights to pivot and innovate during the 2020 holiday shopping season.

Connect with us!



insightsinmarketing.com
info@iimchicago.com
+1 847 853 0500