




Changes in retail shopping habits during COVID-19


Javier Vesga

The current global pandemic has resulted in American consumers shopping **twice** as much as pre-pandemic times.






Respondents indicated they are still willing to spend extra for sustainable everyday products.



Data shows that consumers value in-person shopping as an important method to create brand trust, validating the need for brick and mortar establishments.

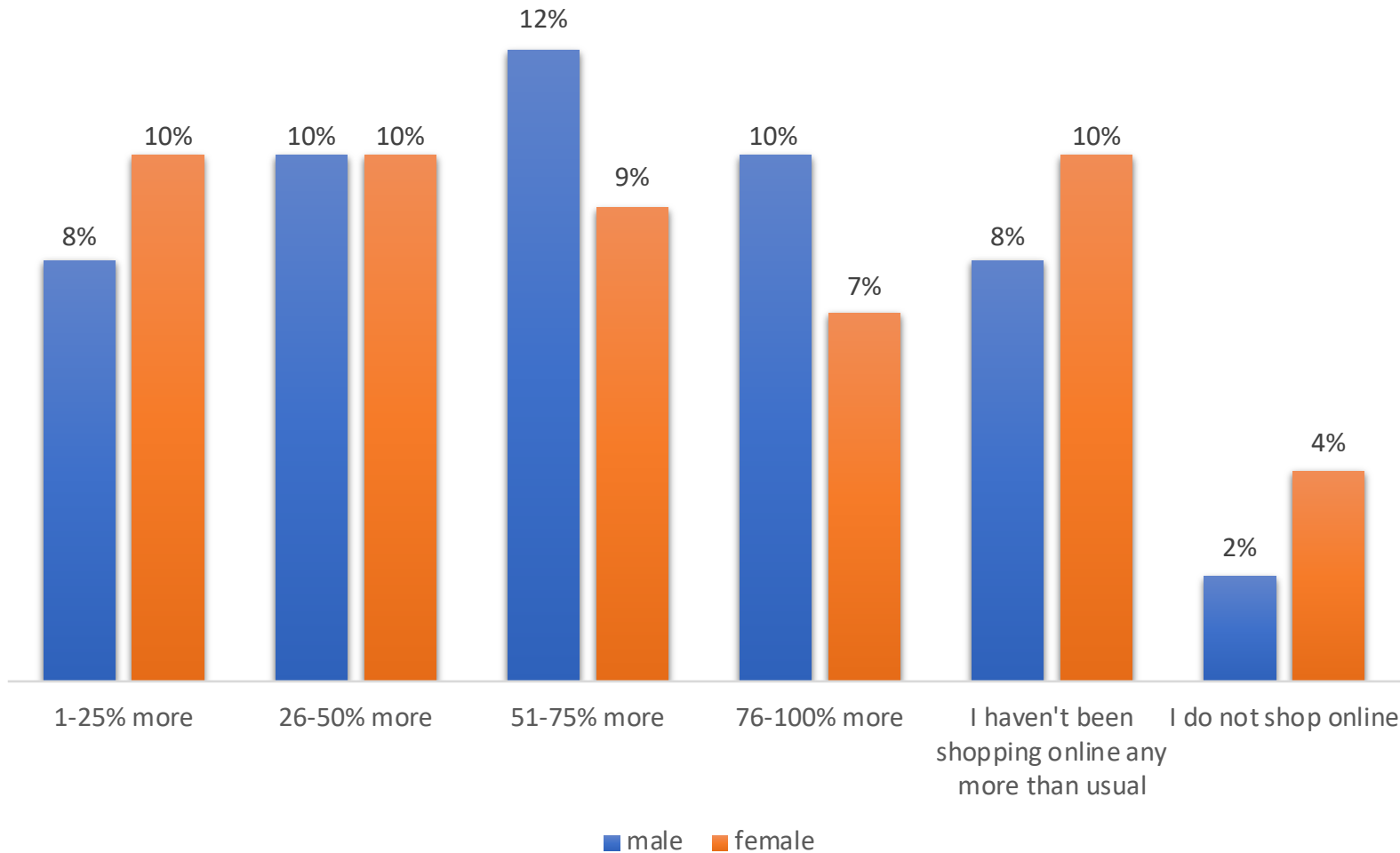
A grayscale photograph of a person's hands holding a tablet. The tablet screen shows a virtual retail environment. The top half of the screen displays a clothing store interior with racks of white shirts, a 'Special Price' sign, and a curved ceiling with track lighting. The bottom half of the screen shows a different part of the store with a table displaying folded clothes and more racks. The background of the photo is a blurred outdoor setting with trees and a building.

However, consumers responded favorably to the idea of interactive virtual shopping experiences – creating an opportunity within the retail sector to nourish brand loyalty from home.

To understand consumer purchasing sentiment during the global pandemic (COVID-19), the following questions were asked:

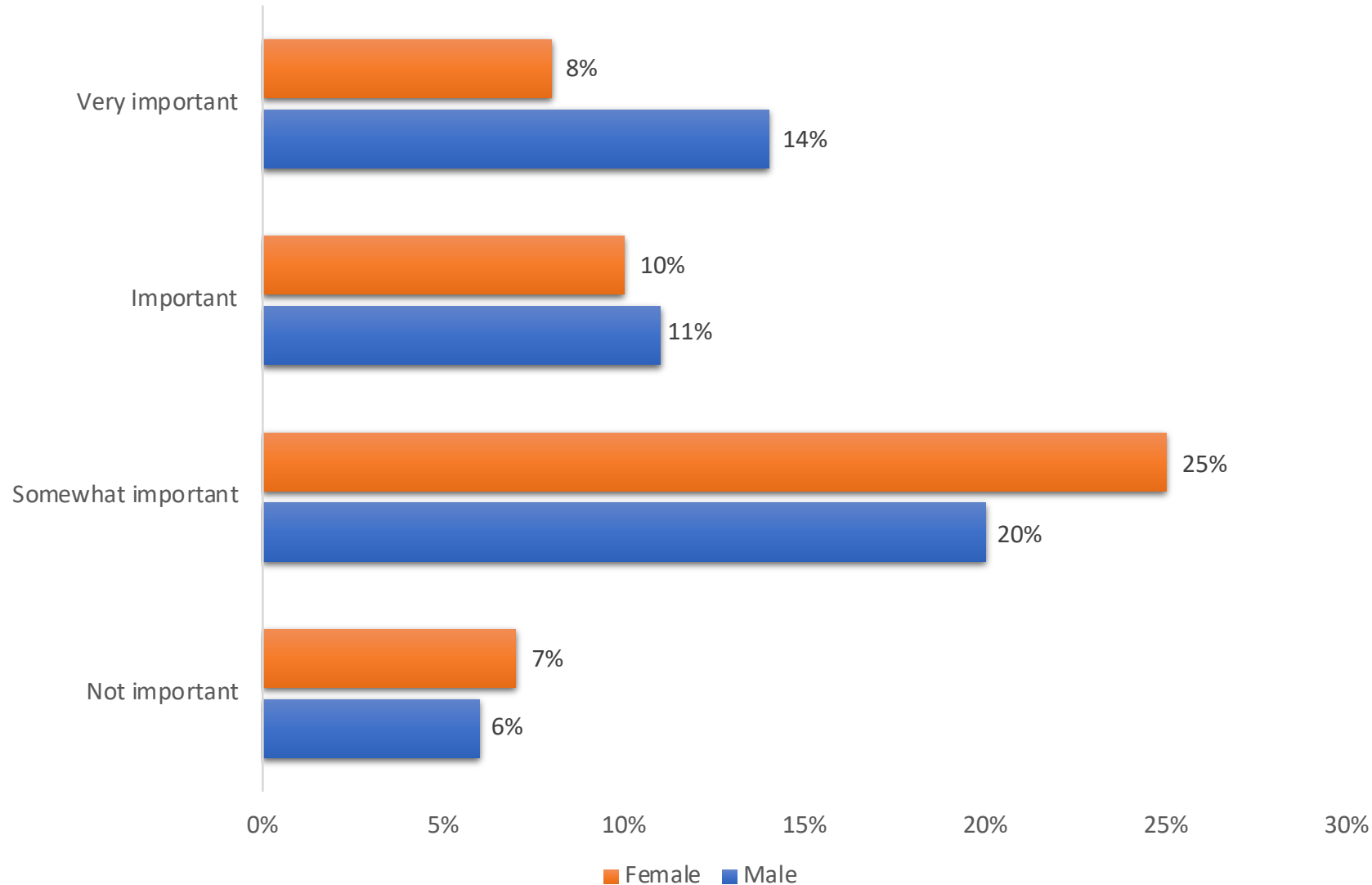
1. How much more do you find yourself online shopping now than before the global pandemic (COVID-19)?
2. How important is the in-person shopping experience?
3. How important is carbon footprint to you when purchasing everyday products?
4. Would you adopt an interactive virtual shopping experience if it were made available?

Shopping methods have changed due to the global pandemic



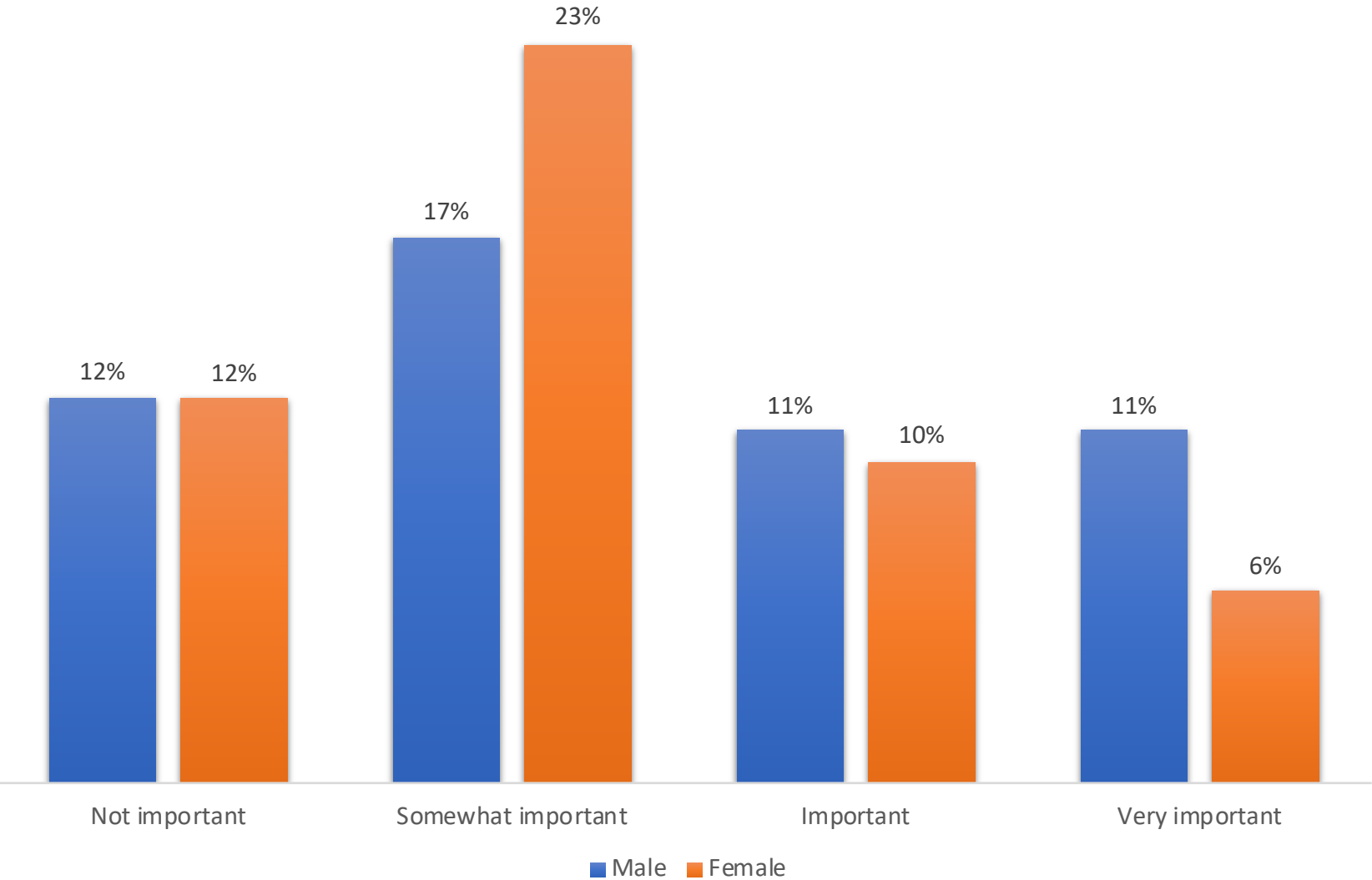
- 76% of respondents have increased their online shopping
- Male respondents proved to be the ones to shop more frequently during the global pandemic than women

There is value in in-person shopping



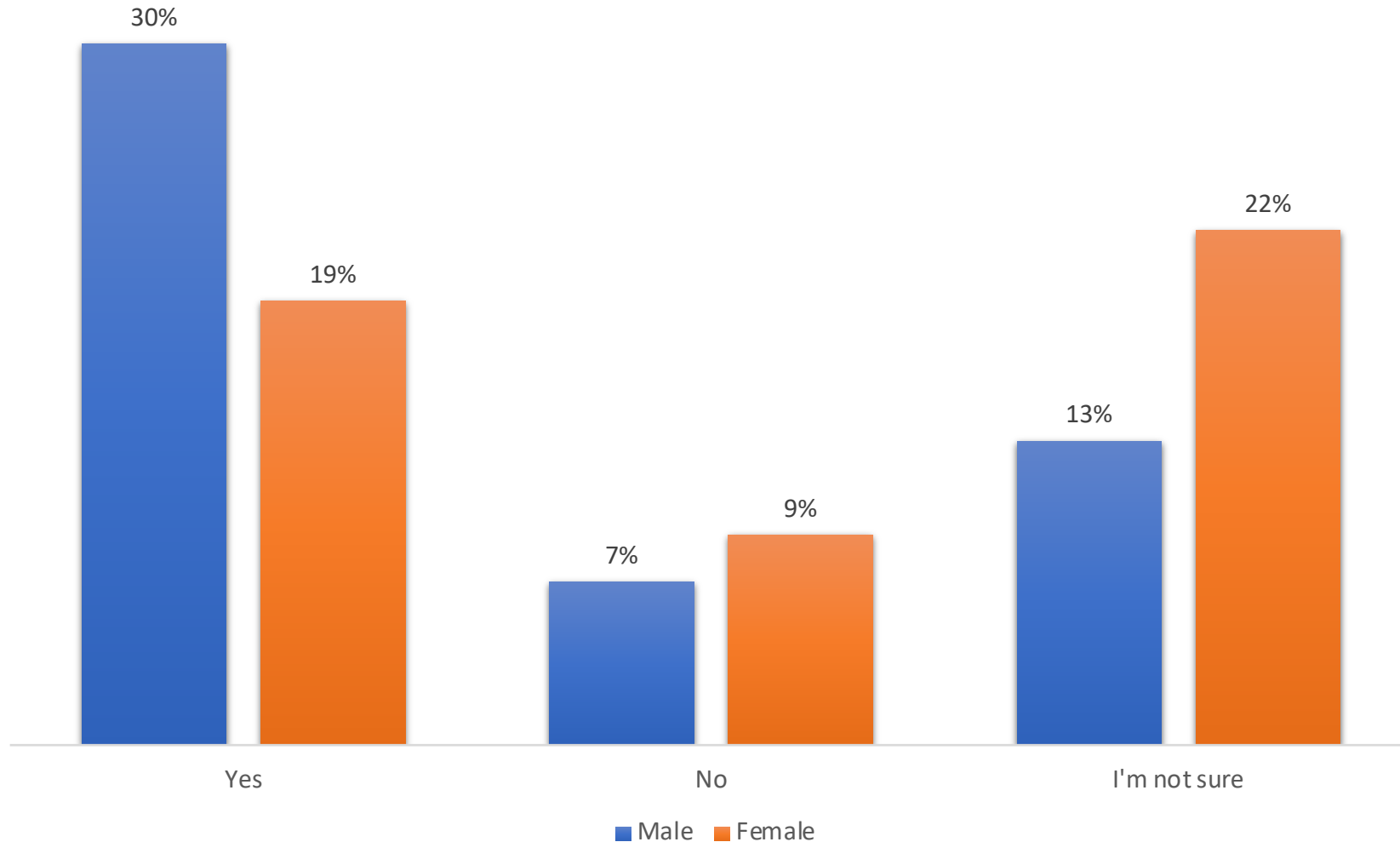
- With 45% of respondents indicating that in-person shopping is “somewhat important”, it’s clear that e-commerce is not enough to sustain retail
- In total, 87% of respondents felt that in-person shopping has value in ensuring a brands ethos aligned with their own

Sustainably sourced products are valuable



- Sustainability among everyday products proved equally as important among women and men, 39% respectively
- Moderate sentiment towards sustainability may be caused by loss of income during COVID-19

Interactive virtual shopping is a possible alternative for retail



- Women have shown less interest in virtual shopping than men, 37% v 28% respectively
- Men may be more willing to accept virtual shopping than women