

Five Digital Shopping Trends Surging due to the Coronavirus

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Abstracts

The Coronavirus (COVID-19) pandemic has dramatically altered consumer shopping behaviour. Using the Digital Consumer Survey, which was fielded in March and April during the height of mandated lockdowns, this report explores consumer sentiment with regard to digital trends accelerated by the crisis. Topics of exploration include contactless retail, new fulfilment and delivery methods, the rapid surge in e-commerce, virtual brand engagements and the role of emerging technologies such as robots.

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