

The Impact of Coronavirus on Top Five Digital Consumer Trends in 2020

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Abstracts

The Top Five Digital Consumer Trends in 2020, which published in January, provides insights into changing digital consumer values and priorities, specifically highlighting the five tech-driven trends that are expected to reshape commerce the most in the year ahead. This follow-up report explores the near- and long-term impact of Coronavirus (COVID-19) on the development of trends as outlined in the initial report.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Understand motivation

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Take a step back from micro trends

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