

Top Five Digital Consumer Trends in 2021

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Abstracts

The Coronavirus pandemic ushered in unprecedented changes across consumer life. Technological advances in 2021 will continue to reshape shopping behaviour for digitally- savvy consumers. Leveraging Passport Digital Consumer data and analysis, this report explores the top five tech-driven trends expected to reshape commerce the most in 2021. Some of the trends included in this report's edition relate to topics such as last-mile delivery and collection, virtual engagements and livestreaming.

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

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Understand motivation

Forward-looking outlook

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Take a step back from micro trends

Get up to date estimates and comment

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