

Where and How Consumers Shop: Exploring how Shopping has Changed Amid the E-commerce Boom

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Abstracts

Channel shifts accelerated by Coronavirus (COVID-19) have required significant and strategic business changes to adapt to new consumer demands. This report quantifies and compares digital shopping behaviour before and during the height of lockdowns. The analysis will help companies prepare strategically for a world where e-commerce is more prominent across all categories.

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Contents

Introduction
The Crisis-inspired E-commerce Boom
How Consumer Shopping Behaviour has Changed
Key Takeaways



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