

# 5 Consumer Shopping Trends in the Age of COVID-19



As consumers adjust to life under lockdown, one thing's certain — consumer shopping behaviour has changed dramatically. Whether it's embracing home DIY, taking up gardening, introducing a lunchtime yoga class or learning the hard way that home manicures don't always go to plan — consumers are turning to online and digital channels to source products and advice to suit their new lifestyles.

With more of us online than ever before, now's the time for brands and retailers to invest in their online marketing and selling capabilities. Consumer opinions formed during this unprecedented time may shape shopping behaviour for years to come. And in order to stay competitive, brands and consumers need to reach these consumers right now.

Here are five consumer shopping trends you need to be aware of to have a fighting chance of staying front of mind for shoppers today.

## #1 EMBRACING THE SHIFT TO ONLINE



### Top Product Categories



## #2 COMFORT CAME FIRST BUT FASHION AND LUXURY PICKED UP

In the first two months of the lockdown, as consumers adapted to spending more time at home than ever before, items related to comfort triumphed. But as we entered a new phase of the pandemic, we saw a shift towards non-essential items as fashion, beauty and luxury items, alongside hobbies and accessories, started to find their way into shopping baskets.



20% of 18-25 year olds have bought home gym items like yoga mats or weights compared to 5% of those aged over 55.



22% of 18-25 year olds and 20% of 26 - 35 year olds have bought athletic wear in lockdown.



30% of 18-25 year olds have bought loungewear, such as comfy clothing or PJs.

As the pandemic continued and we settled into a new way of life, shoppers started to look for items to boost morale — whether this is fashion and beauty, or hobbies, or home and garden accessories.

### What Consumers Plan to Buy Next

18-25 year olds	26-35 year olds	46-55 year olds	56-65 year olds	66+ years
1 Fashion Items	1 Home Decor	1 Books & Hobbies	1 Books & Hobbies	1 Books & Hobbies
2 Beauty Items	2 Beauty Items	2 Beauty Items	2 Garden Accessories	2 Garden Accessories

## #3 MARKETPLACE MINDSET

Increasingly consumers are looking for fast, reliable and cost effective ways to shop. With expansive catalogues and ease of purchase, consumers are turning to marketplaces as a one-stop-shop for all their product needs.

"Since the outbreak of COVID-19 at the start of March I have spent more money on these platforms."



Q. Which of the following are the biggest influences on choosing between products since lockdown?



What's interesting to note is that price isn't the top priority for all ages, for 56+ it's availability of product. We discovered that 26-35 year olds are most likely to prioritise delivery speed. And 18-25 year olds are most conscious about brand name, 24% said this was an important influence compared to the 18% average across all age groups.

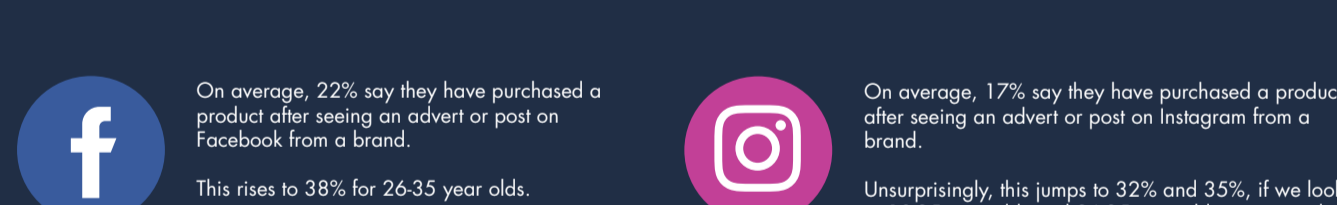
## #4 SOCIAL BEINGS

We might be social distancing when it comes to face to face interaction, but this couldn't be further from the case when it comes to social media. Consumers are spending more time online and that means more time spent engaging with brands and digital communities.

### Product Discovery

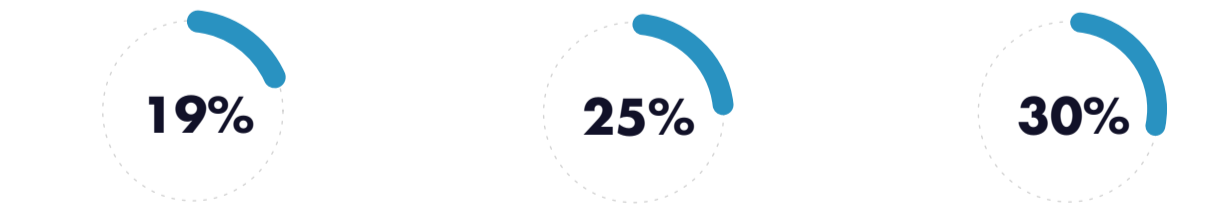


### Purchase



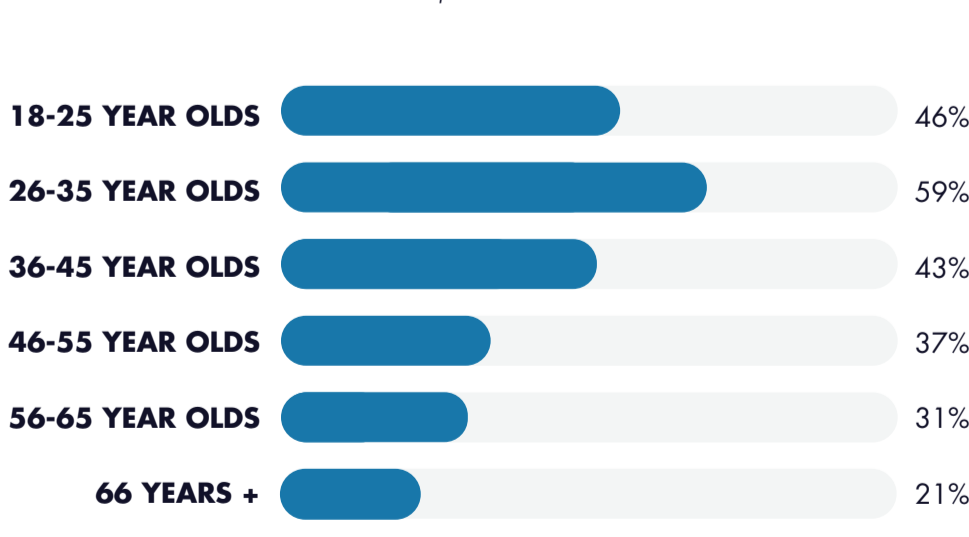
## #5 CAUTIOUSLY OPTIMISTIC

In the early stages of the pandemic, consumers were naturally tentative to make non-essential purchases. For some shoppers, the world of online shopping was less familiar territory. As we look to the future, consumers are beginning to gain confidence with making online purchases and starting to explore categories, brands and retailers they might not have engaged with before.



Q. How do you predict that the current COVID-19 outbreak will affect your future purchasing habits?

"I will shop more online"



## WHAT'S NEXT?

The e-commerce landscape is evolving quickly as consumers and brands adapt to the current situation and get ready for a post-coronavirus world. Yet there's a cautious hint of optimism as we explore consumer behaviour and attitudes to shopping online. Whilst many categories initially suffered as consumers shied away from non-essential purchases, these categories are starting to pick up as consumers gain confidence and embrace purchasing online.

The impact of the current COVID-19 crisis on businesses continues to be felt across the globe. In order to support you, ChannelAdvisor has created a dedicated resource centre to help you navigate helpful information and resources.

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