

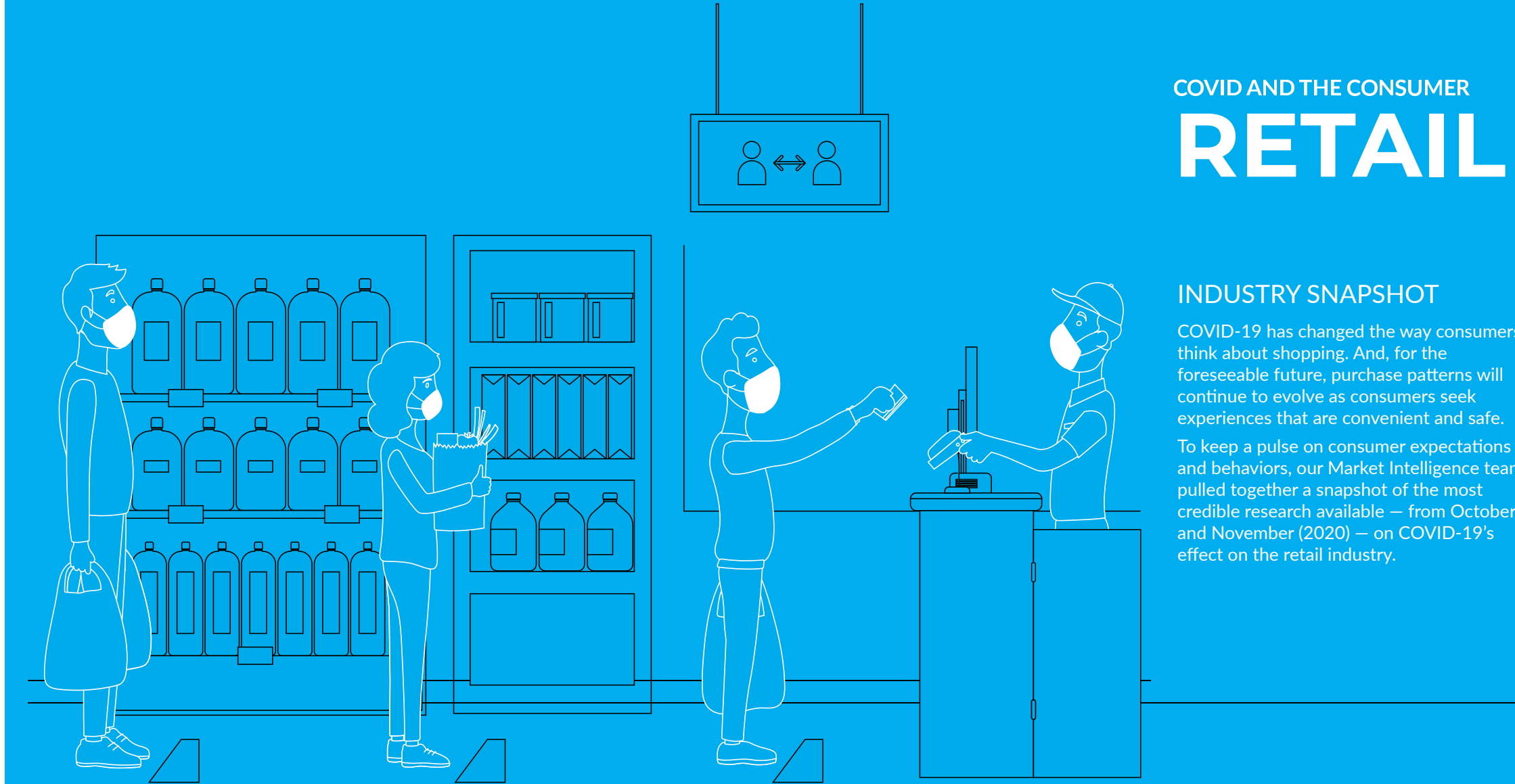
COVID AND THE CONSUMER

RETAIL

INDUSTRY SNAPSHOT

COVID-19 has changed the way consumers think about shopping. And, for the foreseeable future, purchase patterns will continue to evolve as consumers seek experiences that are convenient and safe.

To keep a pulse on consumer expectations and behaviors, our Market Intelligence team pulled together a snapshot of the most credible research available — from October and November (2020) — on COVID-19's effect on the retail industry.



IT'S BEGINNING TO LOOK A LOT LIKE ONLINE SHOPPING

Many say their likelihood to do holiday shopping online is greater than normal — **51%** of shoppers feel anxious about shopping in stores.¹

People plan to make an average of **67%** of holiday purchases online this year — compared to the average of **56%** last year.²

What are the top reasons for shopping online?



Avoid crowds (**65%**)



24-hour availability (**58%**)



Comfort of shopping from home (**64%**)



Easy to compare prices (**53%**)³



Free shipping/delivery options (**60%**)

Online retailers (**62%**) and mass merchants (**50%**) are the top holiday destinations as shoppers pull back from browsing formats.⁴

WINTER WOES

How soon from now would you be comfortable shopping in stores?

Now/under a month:

51%

In 2-5 months:

23%

In 6+ months:

26%⁵

THE WEIGHT OF THE ECONOMY

Shoppers expect to spend **\$1,387** per household during the holiday season this year, down **7%** from last year.⁶



of shoppers plan to spend less due to concerns around economic instability — a level not seen since the financial crisis.⁷

Why are consumers spending less?

50%

are concerned about the economy in general.

40%

say they are saving more instead of spending.⁸

STAY IN THE KNOW

As consumer behavior continues to change amid the pandemic, so will our monthly updates. thoughts.rrd.com



Source

1. https://www2.deloitte.com/content/dam/insights/us/articles/6890_holiday_retail/6890_2020-Deloitte-holiday-retail-survey.pdf 2. <https://blog.tophatter.com/sellerblog/third-annual-tophatter-gifting-survey-data-revealed> 3. https://www2.deloitte.com/content/dam/insights/us/articles/6890_holiday_retail/6890_2020-Deloitte-holiday-retail-survey.pdf 4. https://www2.deloitte.com/content/dam/insights/us/articles/6890_holiday_retail/6890_2020-Deloitte-holiday-retail-survey.pdf 5. <https://civicscience.com/coronavirus-check-in-november-18/> 6. https://www2.deloitte.com/content/dam/insights/us/articles/6890_holiday_retail/6890_2020-Deloitte-holiday-retail-survey.pdf 7. https://www2.deloitte.com/content/dam/insights/us/articles/6890_holiday_retail/6890_2020-Deloitte-holiday-retail-survey.pdf 8. https://www2.deloitte.com/content/dam/insights/us/articles/6890_holiday_retail/6890_2020-Deloitte-holiday-retail-survey.pdf