



# Shopping Reinvented in Home and Garden

October 2020

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## INTRODUCTION

### Scope

Shopping Reinvented is one of our eight focus megatrends

Key findings

## WHAT IS DRIVING THE TREND?

Connectivity gives way to a digitally native consumer base

Rise of digitally powered home and garden players

COVID-19 is accelerating adoption of e-commerce

Home as a hub: continued work from home

## KEY FEATURES OF SHOPPING REINVENTED

Shopping Reinvented covers all phases of the shopper journey

### KEY FEATURES OF SHOPPING REINVENTED: PRE-PURCHASE

Experiential shopping: elevating engagement through technology

Castlery : bringing the showroom home during a pandemic

Instant gratification: begins in the pre-purchase stage

Direct-to-consumer brands help you decide

Personalisation : curating experience through big data

### KEY FEATURES OF SHOPPING REINVENTED: PURCHASE

Evolving store formats: from blended retailing...

... to alternate retail models

Value for money: an economic reality

Seamless checkout: reducing steps between browsing and buying

### KEY FEATURES OF SHOPPING REINVENTED: POST-PURCHASE

Last mile reimaged: delivering convenience

Home Depot: i nvesting in faster delivery

Omnichannel engagement

## CORONAVIRUS (COVID-19)

Key takeaways: navigating COVID-19 (1)

Key takeaways: navigating COVID-19 (2)

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/shopping-reinvented-in-home-and-garden/report](http://www.euromonitor.com/shopping-reinvented-in-home-and-garden/report).