

# The Digital Consumer Journey: Who is Behind the Crisis-Inspired E-commerce Surge

October 2020

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## INTRODUCTION

Scope of Digital Consumer

Methodology for this report

Key findings

## THE RISE OF E-COMMERCE DURING THE CRISIS

COVID-19 crisis is driving radical shifts in consumer shopping behaviour

E-commerce posted a double-digit percentage point increase during crisis

About half of consumers purchased across the five categories explored

Consumers turned to mobile more for purchases during COVID-19

Xennials led pandemic-inspired shift towards digital purchases

Baby boomers, however, are behind the digital boom at the research step

## INDUSTRY SPOTLIGHT: APPAREL AND PERSONAL ACCESSORIES

Retail closures affect disproportionately fashion retail during pandemic

Despite strong penetration, e-commerce continues to perform well

Computer gaining in importance for apparel and personal accessories

Consumer spotlight: apparel shoppers follow broader channel shift trends

Virtual try-on features enable brands to mimic in-person fit experience

Case study: SenseMi offers virtual fitting in store and online environments

Case study: AI-powered Fit:Match tech reduces need to try on clothes

## INDUSTRY SPOTLIGHT: BEAUTY, HEALTH AND PERSONAL CARE

Beauty, health and personal care has been slower to shift to e-commerce

Mobile is cementing its role in path to purchase for beauty and health

Consumer spotlight: 30-44 year-old consumers driving digital shift

Crisis forced brands to pivot consumer engagements to digital channel

China pioneered and still leads the way on the livestreaming trend

Case study: JD.com teams up with video platform to boost livestream sales

Markets to watch for beauty, health and personal care

## INDUSTRY SPOTLIGHT: CONSUMER ELECTRONICS AND APPLIANCES

Consumer electronics is the e-commerce first mover across markets

Consumer electronics and appliances posted greatest digital leaps

Consumer spotlight: baby boomers closing digital gap for these products

Tech products are the most common click-and-collect purchases

Case study: Best Buy added curbside pick-up in light of closures

## INDUSTRY SPOTLIGHT: FOODSERVICE DELIVERY AND TAKEAWAY

Digital channel becomes a lifeline for struggling foodservice operators

Mobile becomes central to digital ordering strategy in foodservice

Most consumers have one to two mobile apps for foodservice ordering

Consumer spotlight: millennials continue to drive the shift to mobile

Delivery capabilities emerge as differentiator for foodservice operators

Consumer spotlight: Chinese consumers most open to robotic delivery

Case study: Meituan Dianping unveils robotic delivery in February

Rise of ghost kitchens point to a delivery-optimized future

Case study: Rebel Foods maps path to delivery-only foodservice success

Markets to watch for foodservice delivery and takeaway

## INDUSTRY SPOTLIGHT: TRAVEL

Global shutdown brings travel to a standstill

Online travel and mobile sales not immune to crisis

Digital cementing its lead as the channel for travel research and purchase

Consumer spotlight: 60+ group closing the digital gap during the crisis

Digitalisation is the way forward

## KEY TAKEAWAYS

How companies should respond to these shifts brought by the crisis

Digitalisation is at the core of these efforts to reinvent business

## APPENDIX

Digital Consumer analysis regularly leverages multiple methodologies

An overview of methodologies often used in Digital Consumer analysis (1)

An overview of methodologies often used in Digital Consumer analysis (2)

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-digital-consumer-journey-who-is-behind-the-crisis-inspired-e-commerce-surge/report](http://www.euromonitor.com/the-digital-consumer-journey-who-is-behind-the-crisis-inspired-e-commerce-surge/report).