

Top Five Digital Consumer Trends in 2021

February 2021

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Key findings

THE DIGITAL CONSUMER IN 2021

A snapshot of the global digital consumer in 2021

THE DIGITAL CONSUMER IN 2021

The five tech-driven trends that will redefine commerce the most in 2021

TREND NO. 1: THE DIGITAL BALANCING ACT

Pandemic gives way to savvier digital consumers and more of them

Millennials are twice as comfortable with technology as baby boomers

Digital adoption during crisis gives way to more complex consumer base

Case study: Xesto eases process for consumers buying footwear online

Case study: parcelLab helps retailers personalise post-purchase step

Case study: Instacart offers additional support on platform to seniors

Digital will increasingly become the default channel for all consumers

What to expect in 2021 and beyond

TREND NO. 2: COMMERCE YOUR WAY

Digital consumers have more ways to shop in the manner they desire

Much of this channel diversification benefits e-commerce long term

Technologies enable businesses to pivot to changing consumer demands

Companies are exploring new business models more than ever before

Case study: PepsiCo launches direct-to-consumer sites within a month

Case study: Warner Bros. could uproot industry with direct releases

Case study: Crisis boosts pay model popularised by the likes of Afterpay

Companies must continue to innovate with the end-consumer in mind

What to expect in 2021 and beyond

TREND NO. 3: VIRTUAL HITS MAINSTREAM

Going virtual will continue to supercharge the online shopping experience

AR/VR expected to play an important role in virtual engagements

Companies turned to virtual engagements to connect with consumers

Software and hardware improvements facilitating transition to virtual

Case study: Le Petit Chef food projection enhances in-person dining

Case study: Kohl's Snapchat tie-up enables users to create virtual looks

Case study: adidas utilises AR tech to create virtual try-on service

Case study: teamLab creates multi-sensory immersive museum experience

Perceived future impact of AR/VR on commerce varies across regions

The future of going virtual is bright

What to expect in 2021 and beyond

TREND NO. 4: FROM LIVESTREAMING TO LIVE SELLING

Livestreaming emerges as a tool for engaging digital shoppers in real time

Livestreams as content and even commerce tool first took hold in China

Next-gen shopping often driven by younger, emerging market consumers

Live shopping follows pattern of e-commerce and social media adoption

Companies globally experiment with live selling as shopping channel

Case study: Alibaba's live selling platform surges during COVID-19 crisis

Case study: Shopee teaches its sellers how to hawk through livestreams

Case study: Bissell leverages livestreaming to expand business in China

Case study: Walmart teams up with TikTok app for live shopping test run
Case study: Beautycounter brings commerce livestreams into the store
Live selling likely to continue its global expansion in 2021 and beyond
What to expect in 2021 and beyond

TREND NO. 5: THE GREAT RESET ON LAST MILE

Last mile faces its day of reckoning as e-commerce reaches new heights
Enhancing last-mile options emerges as key focus area in commerce
Crisis-led e-commerce boom is outpacing maturity of logistics networks
Retailers and foodservice operators quickly seek to expand capacity
Case study: Westfield introduces multi-retailer click-and-collect service
Case study: Ohi uses nano-fulfilment centres to get items closer to homes
Case study: Rebel Foods maps path to delivery-only foodservice success
Case study: Russian food platform Yandex.Eats turns to robots for delivery
Crisis brought the challenges of delivery and collection into greater focus
Initiatives to improve last-mile operations likely to last several years
What to expect in 2021 and beyond

KEY TAKEAWAYS

How these tech-driven trends will change commerce in 2021

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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