



FashionTech

HOW COVID-19 HAS CHANGED SHOPPING BEHAVIOUR

COVID-19 has fundamentally changed the way consumers approach shopping. With a digital first mindset and transactions increasingly processed through mobile devices, retailers must have a strong omnichannel strategy in place to respond to the needs of the COVID-19 shopper.

Source: Salesforce Research Series

27%

BOPIS (BUY ONLINE PICKUP IN STORE) GREW REVENUE FOR RETAILERS BY 27% IN Q1 2020



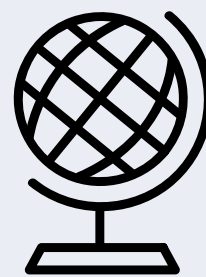
70%

OF DIGITAL TRAFFIC

54%

OF DIGITAL ORDERS

CAME FROM A MOBILE DEVICE IN Q2 2020



+71%

Q2 2020 SAW A 71% INCREASE IN SAME-SITE DIGITAL SALES WITH SITES SEEING BLACK FRIDAY-LIKE TRAFFIC IN APRIL AND MAY



47%

OF GLOBAL SHOPPERS ARE MORE INTERESTED IN SHOPPING ONLINE FOR HOLIDAY PURCHASES COMPARED TO LAST YEAR

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