

# TECHNOLOGY *by Design*

October 22, 2020



## Infographics: How Consumers Will Shop This Holiday Season & Beyond (2020) October Survey

### Where Consumers Are Shopping

60% of consumers describe themselves as shopping online “more frequently”, a 14% increase since May.



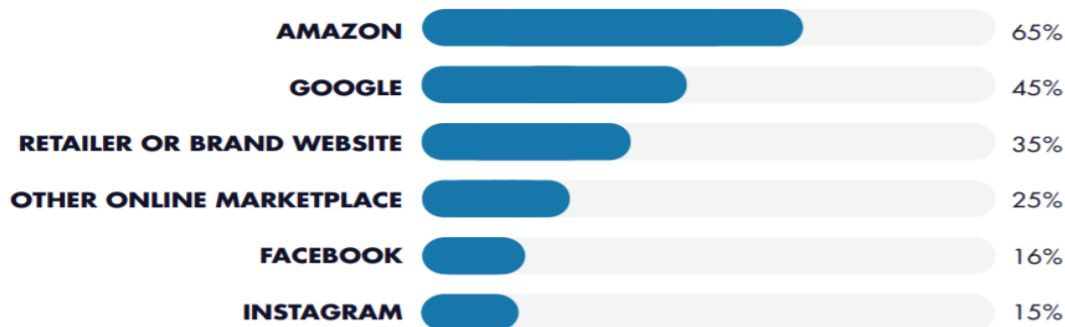
### Increased Consumer Confidence



### Holiday Shopping

**49%** of consumers expect to do “more” of their holiday season shopping online  
**24%** of consumers plan to spend more money online than last holiday season.  
**59%** of consumers will start their holiday shopping online before November 1st.

Consumers plan to research the majority of their holiday gifts on:

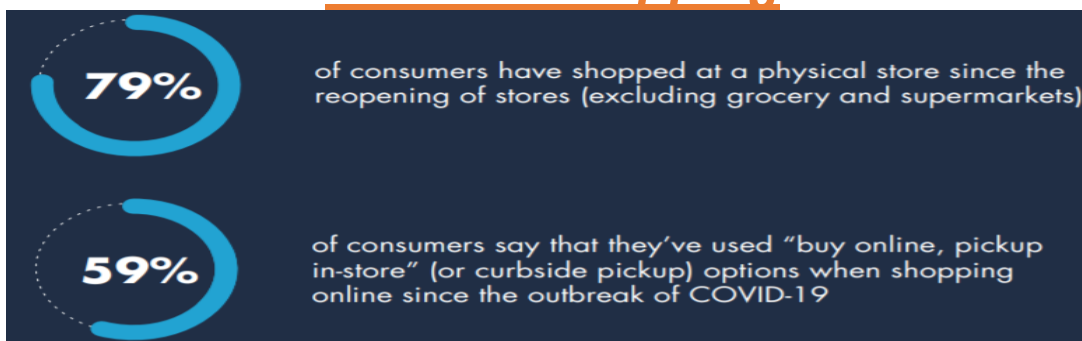


**47%** of consumers are concerned that brands and retailers won't be able to deliver packages to them on time this holiday season.

**78%** of consumers are willing to wait longer for the delivery of their packages this holiday season due to logistical shipping delays.

**41%** of consumers plan to use "buy online, pick up in store" (or curbside pickup) options when shopping for non-grocery items this holiday season.

## In-Store Shopping



## Future Shopping

Q: How do you predict that the current COVID-19 outbreak will affect your future purchasing habits?

*"I will shop online more than before"*



**52%** of US consumers predict that they will shop online in the future more than they did before the pandemic, up from 38% in May

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