

The California Fashion Association is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.

In Case You Missed It!

As Seen In:



March 25, 2021

The Future of Retail: 10 Trends for a Transforming World

Underlying Drivers for Retail in 2021

- Pandemic has driven social and economic uncertainty: Consumer behavior will normalize by second half of 2021.
- Brick-and-mortar's forced adaptation to digital-first, frictionless, and contactless experiences will reshape physical retail going forward.
- The best-known digital retailers will continue to gain share, while top brands will move aggressively into D2C models and digital experiences.

Top 10 Trends That Will Shape Retail in 2021

1. Click-and-Collect momentum will drive market share gains for big-box retailers.
2. Frictionless "stores of the Future" will land and expand.
3. Grocery ecommerce gains will evolve from trial to habit forming.
4. Global ecommerce will continue to surge; Latin America is now the fastest growing region.
5. Retail media trio will disrupt the digital ad market dominance. (Amazon, Walmart, EBay)
6. Media and commerce will converge as checkout attaches to shoppable content.
7. The rise of TikTok continues.
8. D2C startups riding ecommerce wave will hit stiffer competition from established brands.
9. Premium subscriptions will drive cross-channel loyalty for leading retail brands.
10. "Buy Now, Pay Later" options got a bump during the pandemic.

[View The Presentation](#)

As Seen In:



March 27, 2021

The Impact of COVID-19 on E-Commerce — 2021

This **ChannelAdvisor** series uses aggregate 'gross merchandise value' (GMV) data from our Global Marketplaces platform. 2020 began the year with normal year-over-year e-commerce growth rates until mass shutdowns started mid-March. Growth in categories such as health and beauty began to explode in March while other more discretionary categories languished.

There was a meaningful spike in GMV at the time of the April 2020 stimulus in the US for nearly every category, with e-commerce levels well above prior levels for the remainder of 2020.

We compare March and April in both 2020 and 2021 to see the impact of the stimulus payments in both periods and the year-over-year e-commerce growth in certain categories.

Note the following points:

- The data is for a subset of marketplace categories; using categories that have been standardized by **ChannelAdvisor**.
- All calculations are done in USD. Global currencies are converted to USD using the conversion rate on the day of the order.

Comparing 2021 (so far) to 2020, we see two main themes:

- E-commerce remains strong across most categories – However, the world isn't quite back to normal yet. Surveys suggest that consumers will retain new habits and expect to shop online more than before.
- We do not anticipate the same step-function increase in volume going forward as we saw last year; we also do not expect volumes to revert to pre-pandemic levels either.

[Read The Full Report](#)

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