

The Upward Trends in E-Commerce During COVID-19 and the Long-Term Lessons

Year-over-Year Traffic and Sales Q2 2020

The biggest YoY impact to online e-commerce occurred in the first few months of the pandemic.¹

APRIL

📄 Page Views **+88%**
📦 Orders **+96%**

MAY

📄 Page Views **+90%**
📦 Orders **+83%**

JUNE

📄 Page Views **+75%**
📦 Orders **+57%**

By August, daily online sales were only **up 7% YoY** and daily traffic growth was **up 3% YoY**.

Amazon YoY Traffic²

APRIL

🏠 Traffic **+17%**

MAY

🏠 Traffic **+24%**

JUNE

🏠 Traffic **+18%**

Estimates Suggest
Department Stores Will
Experience a **60%** Decline
in 2020³

E-Commerce
Is Expected to Grow **20%**
in 2020

🏪 In **December 2019**, only **6.9%** of the retail stores listed in Digital Commerce 360's Top 500 offered curbside pickup. By **August 2020**, **43.7%** offered curbside pickup.

🚗 Target's curbside pickup usage increased by **700%** in **2020 Q2**.

🛒 **36%** of consumers **shop online weekly** (up from **28%** before COVID-19)⁴

📱 **64%** of consumers desire contactless pickup and check-in options at the businesses they use

90% of respondents to a survey published October 1, 2020 preferred at-home delivery over store visits for at least the next 6 months. Only **28%** had plans to increase in-store shopping during that time, suggesting the current retail climate will continue until at least **April 2021**, and potentially longer.⁴

What Do Consumers Predict Their Activity Will Be in a Post-COVID World?

🛒 **39%** Mix of in-store and online shopping

🏠 **28%** Mostly online

🛒 **24%** Mostly in-store

📄 **10%** Haven't thought that far ahead

While YoY growth is still strong in later 2020, the unprecedented e-commerce growth experienced in the early months of the pandemic was not limitless in nature, especially as restrictions on retail began loosening. Businesses that want to maintain an edge against competitors should utilize features like contactless pickup or check-in (where applicable) for their businesses.

Making Working Safer and More Affordable

MAC6 has implemented a number of safety features to create a safe coworking space for entrepreneurs and businesses that want to save money on office space without sacrificing amenities.

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¹<https://www.bazaarvoice.com/blog/the-impact-of-covid-19-on-e-commerce-by-category/>

²<https://www.digitalcommerce360.com/2020/08/25/e-commerce-during-coronavirus-pandemic-in-charts/>

³<https://techcrunch.com/2020/08/24/covid-19-pandemic-accelerated-shift-to-e-commerce-by-5-years-new-report-says/>

⁴<https://www.digitalcommerce360.com/article/coronavirus-impact-online-retail/>