
HOW COVID-19 WILL RESHAPE HOLIDAY SHOPPING

FALL 2020

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As we grapple with the ongoing impact of COVID-19 on the retail sector, the critical holiday shopping season is poised to look unlike anything we have experienced in the past. From reduced shopping hours and store capacity limits, to an ecommerce first mentality, technology will play a major role in how consumers approach holiday shopping over the coming years. There are a few notable trends that we can expect to emerge as holiday shopping begins to ramp up

Curbside pickup

Gone are the days of hitting the mall for a full day of shopping to stock up on gifts for everyone on your list. Shoppers are reporting that they are likely to limit the amount of time they spend in store, if they choose to enter a physical store at all, and are instead likely to select curbside pickup or online ordering.

Globally, 47% of shoppers reported that they are more likely to shop online for holiday than in years past. Similarly, retailers reported a 27% revenue increase in BOPUS (buy online pickup in store)

in Q1 2020 (Salesforce Market Research, 2020). This trend is only likely to grow as retailers modify operations to support omnichannel shopping experiences.

Homemade

During the heart of the COVID-19 lockdown during March and April 2020, consumers were honing their DIY skills during the long hours spent at home. Search terms related to DIY activities such as gardening, knitting and artisanal coffee making increased 80% between 2019 and 2020 (Google, 2020). We can only expect that these new skills will be put to use to

produce homemade gifts for loved ones.

Quality over Quantity

With consumers less likely to spend hours on end in the mall we will likely see the emergence of quality over quantity when it comes to our gift giving habits. The convenience of online shopping allows consumers to save time as opposed to the mad-dash mall shop of years past, we can expect to see great thought and care put into each curated gift. A

dd to this the economic and jobuncertainty many people are facing as we head into 2021, the thought of impulsively buying knicks knacks galore for everyone seems to have lost its appeal.

With consumers bracing for a re-emergence of COVID into the fall and winter we can only expect to see a fundamental impact on how shoppers approach holiday shopping this year. It's suddenly not only a question of what to buy but also a question of how.

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