

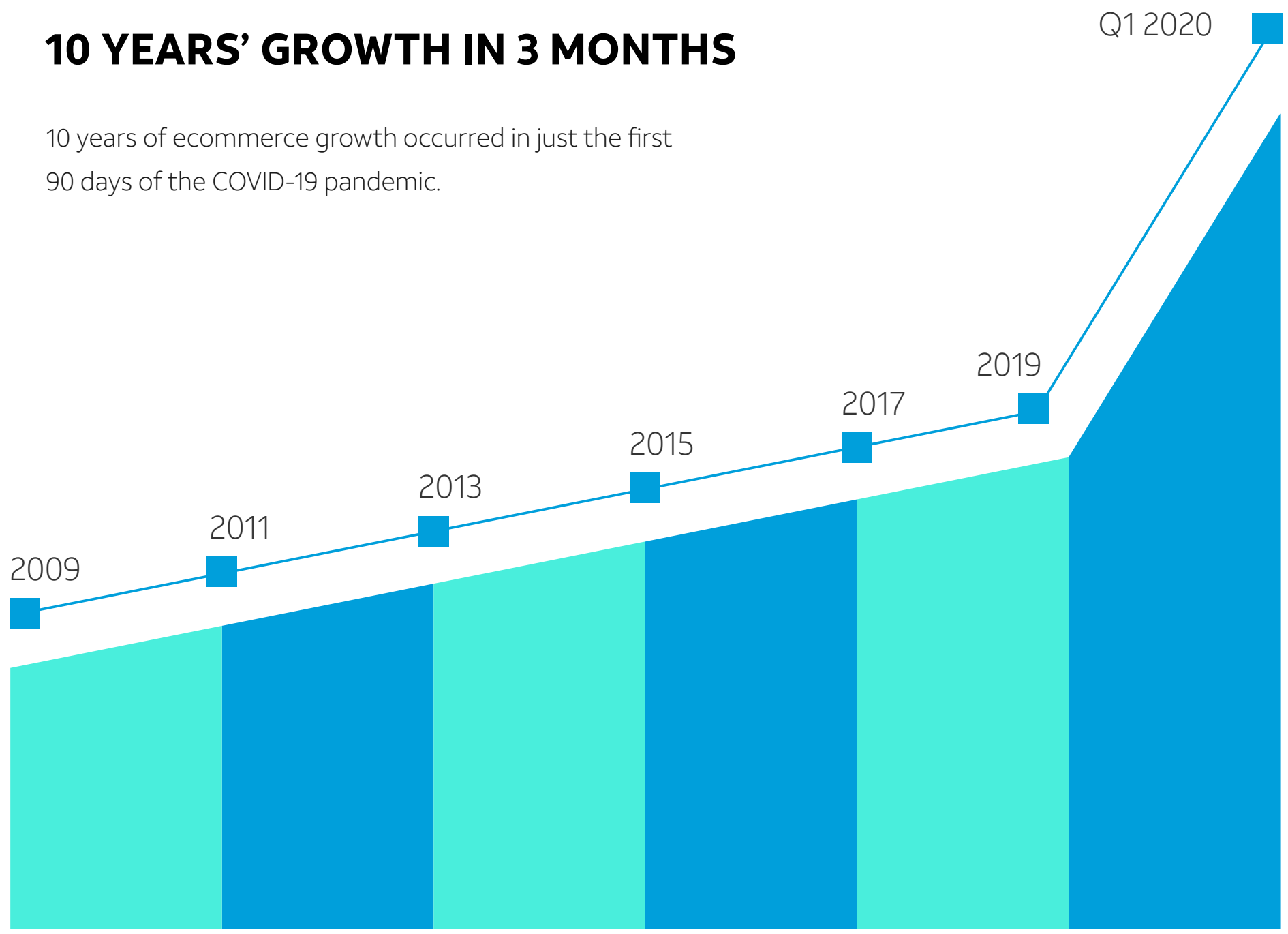
# COVID-19: TRANSFORMING ECOMMERCE

As lockdowns and stay at home orders became the norm, many consumers looked to online shopping to make their purchases. The increase in demand for online shopping has generated tremendous growth in the ecommerce industry.



## 10 YEARS' GROWTH IN 3 MONTHS

10 years of ecommerce growth occurred in just the first 90 days of the COVID-19 pandemic.



US E-commerce Penetration, %

Source: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/five-fifty-the-quickening>

## REVENUE GROWTH UP 68%

**↑ 68%**

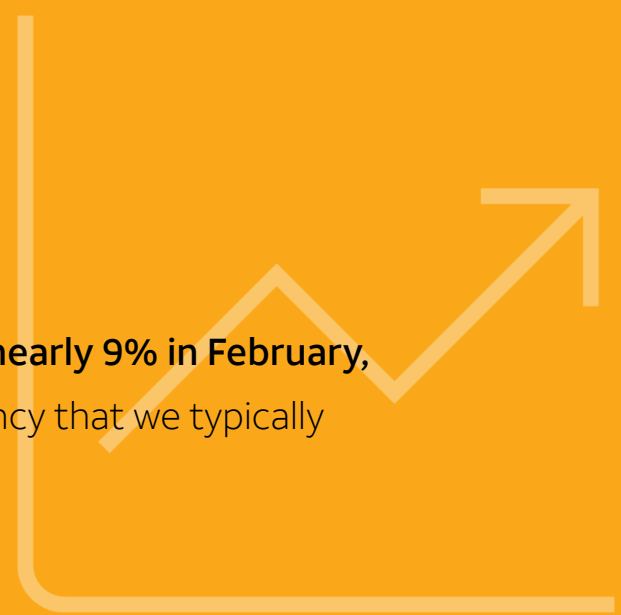
As of mid-April last year, online **revenue growth** for US retailers was **up 68% year-over-year (YoY)**, compared to an earlier high of 49% in early January.

Source: [https://www2.deloitte.com/content/dam/Deloitte/za/Documents/Consumer\\_Industrial\\_Products/za-The-future-of-the-retail-and-consumer-products-industry-final.pdf](https://www2.deloitte.com/content/dam/Deloitte/za/Documents/Consumer_Industrial_Products/za-The-future-of-the-retail-and-consumer-products-industry-final.pdf)

## CONVERSION RATE UP 8.8%

**8.8%**

Ecommerce **conversion rates** increased by nearly 9% in February, as shoppers displayed the same level of urgency that we typically see on Cyber Monday.



Source: <https://www.quantummetric.com/blog/covid-19-online-sales-impact/>

## CURBSIDE PICKUP GROWTH

**43.7%**

Many retailers began offering **curbside pickup** as a way to safely deliver goods to customers. As of August 2020, 43.7% of the 245 retailers in the Digital Commerce 360 Top 500 offered curbside pickup, **up from 6.9% at the end of 2019**.



Source: <https://www.digitalcommerce360.com/2021/02/15/ecommerce-during-coronavirus-pandemic-in-charts/>

## U.S RETAIL LANDSCAPE IN 2020

**↑ 44%**

In 2020, consumers spent **\$861.12 billion** online with US retailers, **up 44%** from \$598.02 billion the previous year.

**↑ 35%**

Last year, **online purchases** accounted for **21.3% of all retail sales**, up from 15.8% the year before. That's a 35% increase in just one year.

Source: <https://www.digitalcommerce360.com/2021/02/15/ecommerce-during-coronavirus-pandemic-in-charts/>

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