

ShipStation®

COVID-19 UK Research Guide



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Introduction

COVID-19 is an ongoing pandemic impacting individuals and the global economy. ShipStation conducted a national consumer study outlining the impact of COVID-19 on retail spending and expectations in the UK.

Our findings reveal that nearly 48% of consumers say they have spent more on retail in the last 60 days than in previous months. In this guide, we'll cover COVID-19's impact on:

- Brick and mortar shopping
- Online shopping
- Customer trends
- Customer expectations



CHAPTER ONE

Impact on Brick and Mortar Shopping

COVID-19 has had the most immediate impact on brick and mortar stores. Whether they have had to close, start offering curbside pickup, or move their business online, merchants and shoppers alike have been forced to adapt to these changes. For physical retailers that remain open, here's how consumers' buying habits have been affected.



33% of consumers have taken advantage of curbside pickup options or the ability to buy online for in-store pickup during the COVID-19 outbreak.

83% of consumers are less likely to shop in stores right now due to COVID-19 concerns.



68% of consumers say COVID-19 has made them more likely to support local/independent retailers given the impact of the pandemic.



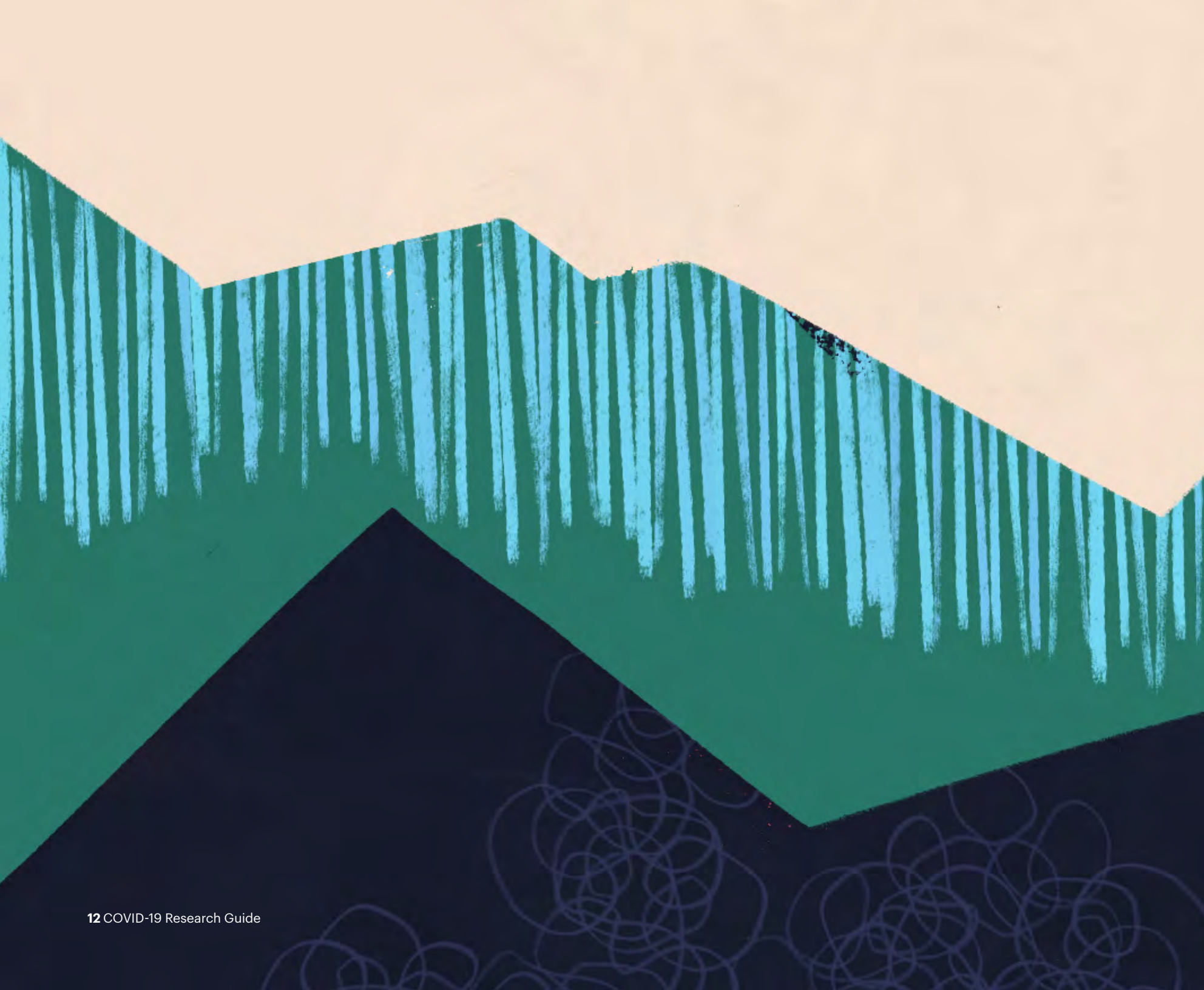
COVID-19 has made 68% of consumers more aware of local/independent brands they can support and purchase from.



83% of consumers are not shopping in stores during the COVID-19 pandemic, but plan to resume in-store shopping as soon as the outbreak is over.



58% of consumers have increased spending with local/independent retailers impacted by COVID-19 in an effort to show support.



CHAPTER TWO

Impact on Online Shopping

Because of COVID-19, many consumers have turned to online shopping. Here are ways the pandemic has reshaped consumers' buying behaviour.



51% of consumers are doing more online shopping as a result of COVID-19.



74% of consumers have turned to online shopping when local retailers are out of stock.



18% of consumers will buy online when local stores limit products they want to buy in bulk.

74% of consumers prefer to shop online right now to avoid germs in stores.



CHAPTER THREE

Customer Trends During COVID-19

COVID-19 is changing how customers shop and what they shop for. Most consumers are shifting their purchasing habits due to the virus — whether it's the amount they are willing to spend or what they are looking to purchase. People are generally spending more now than they usually would, and are looking to buy bulk options in order to stock up on essential supplies.

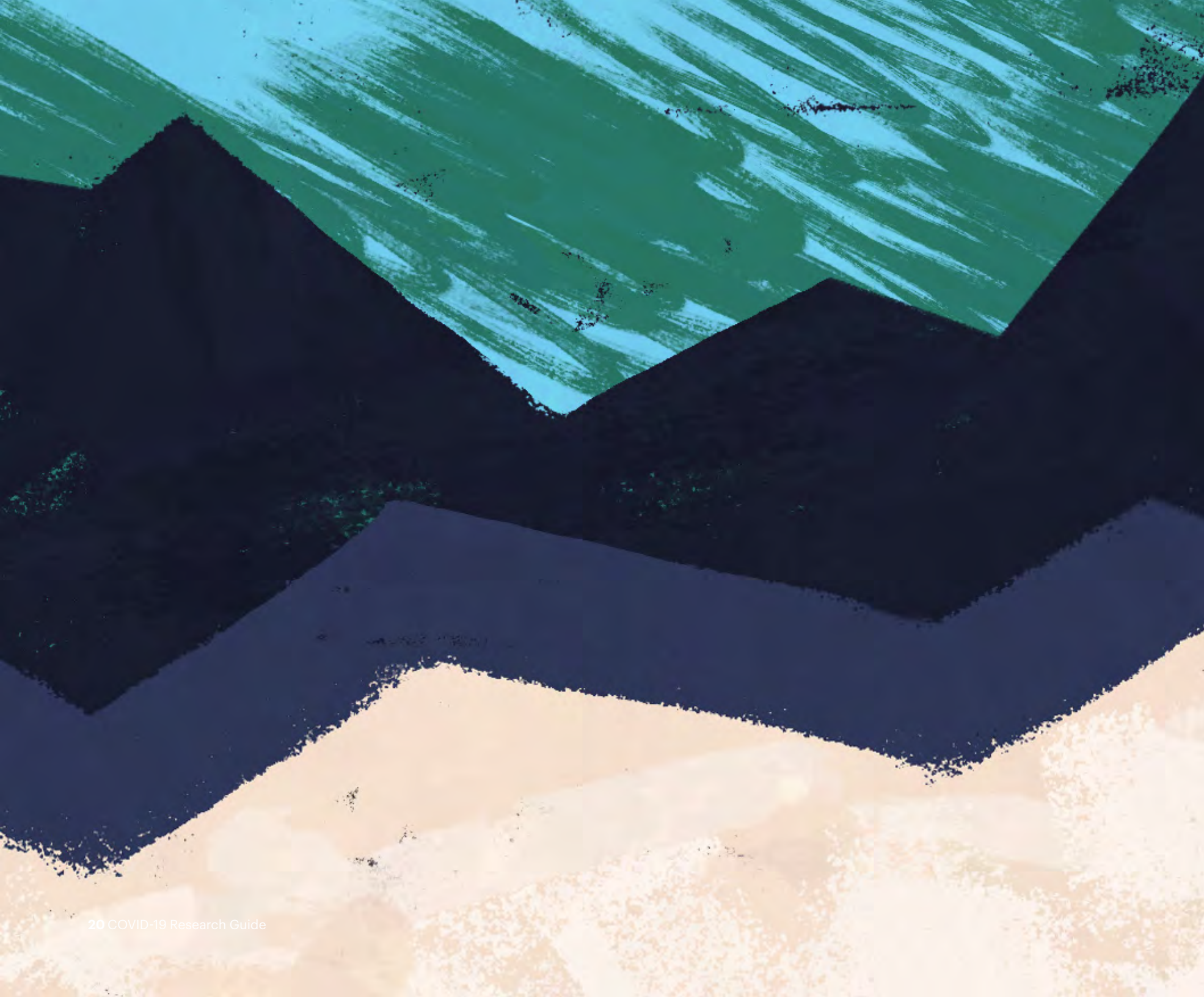


37% of consumers have spent more on retail purchases (in-store or online) in the last 30-60 days than in previous months, in part due to COVID-19.



Only 30% of consumers say that coronavirus has had no impact on their shopping decisions.

52% of consumers say they are buying larger volumes of products because they don't know how accessible they will be in the future.



CHAPTER FOUR

Changing Retailer and Carrier Expectations

COVID-19 has drastically reshaped fulfillment and delivery times. Even industry leaders like Amazon, which rewired consumer expectations on shortened delivery times, has seen delays. Consumers anticipate delays, but they still expect ETAs. Here is an overview of consumer expectations as the pandemic continues.

94% of consumers expect retailers to provide information on their website about how COVID-19 has impacted their fulfilment processes.



67% of consumers agree that COVID-19 has lowered their expectations for delivery speed.



57% of consumers have had a delivery delayed or cancelled due to coronavirus.



57% of consumers expect more brands to offer curbside pickup as a result of COVID-19.



16% of consumers expect brands to offer faster delivery times after the pandemic subsides.



45% of consumers expect brands to offer free returns.

70% of consumers expect brands to offer extended return windows due to COVID-19.

Conclusion

COVID-19 is rapidly changing how we buy and sell everything. Until we can return to some form of normalcy, ecommerce and physical stores alike must adapt to social distancing, carrier changes, and customer expectations. But ShipStation is here to help.

If you are new to ecommerce or need help getting packages out the door more quickly, ShipStation is offering **90 days free** for all new trials. Sign up with the coupon code **LETUSHELP90** to start saving time and money on shipping.

We know how challenging it can be to navigate the ever-changing landscape of ecommerce and the shipping/fulfilment industries during this unprecedented time. That's what we're compiling and updating all carrier announcements on our COVID-19 Updates landing page.

ABOUT THE STUDY

This study was completed at a 95% confidence level with a +/- 4% margin of error. Survey responses were collected from more than 500 qualified consumers in the UK who shop online.

ABOUT SHIPSTATION

Every day, tens of thousands of ecommerce retailers rely on ShipStation to solve the day-to-day challenges of importing orders and processing shipments. The trusted leader in shipping software since its founding in 2011, ShipStation helps online sellers scale their businesses and deliver exceptional customer experiences, with an intuitive online solution that allows them to efficiently ship orders—wherever they sell and however they ship.

The multi-channel and multi-carrier platform offers the most integrations of any e-commerce solution, with more than 300 partnerships with leading shopping carts, marketplaces, carriers and fulfilment services, including Royal Mail, DPD, UPS, Amazon, Shopify, and BigCommerce. ShipStation is headquartered in Austin, TX and is a wholly-owned subsidiary of Stamps.com (Nasdaq: STMP). For more information, visit [shipstation.com](https://www.shipstation.com).

