



ShipStation[®]

Ecommerce Beyond COVID-19

Research Guide

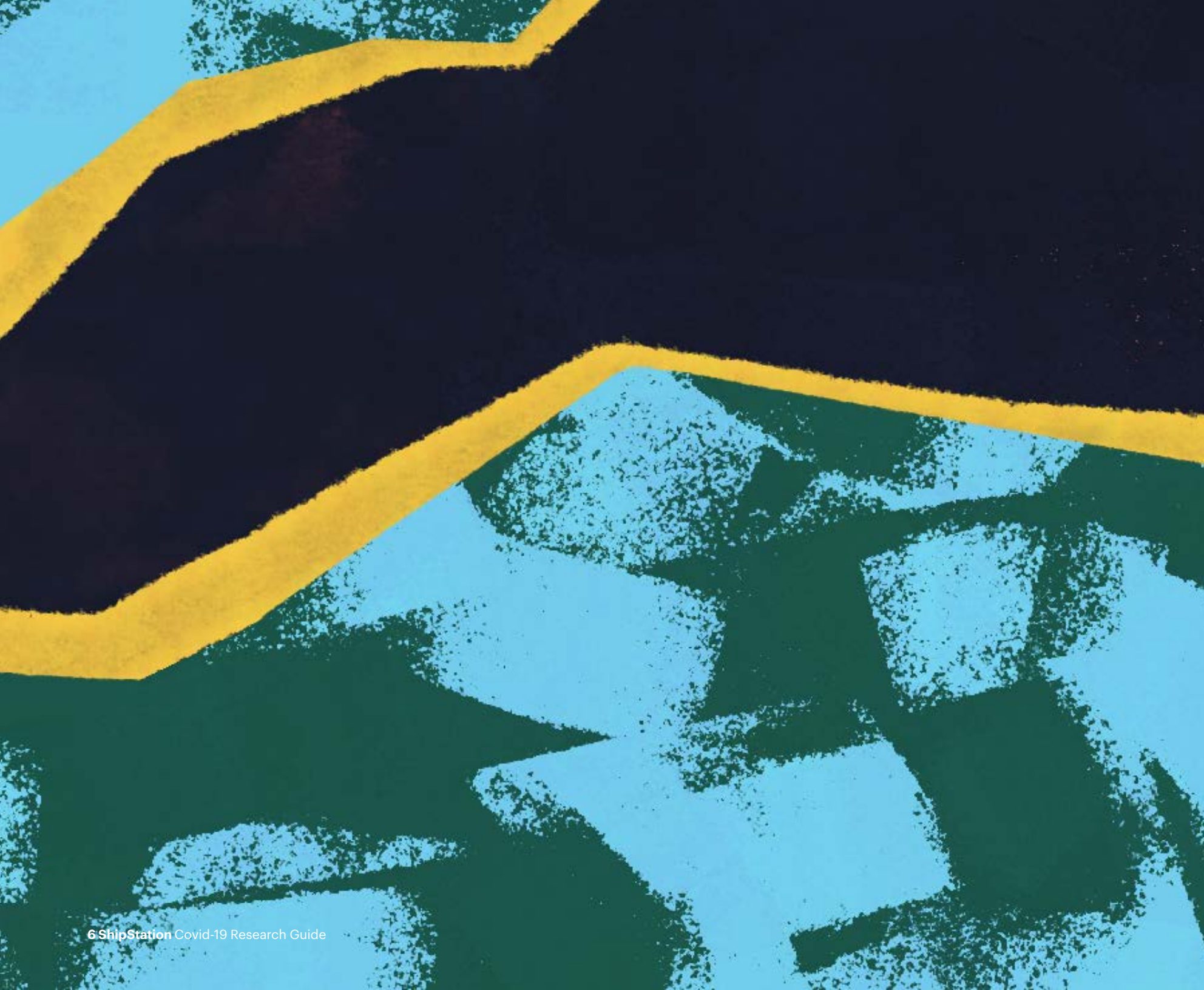
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Introduction

COVID-19 is a global pandemic that has had an impact on individuals and our economy as well. ShipStation conducted a national consumer study that outlines the impact of COVID-19 on retail spending and expectations in the United States. Our findings reveal how COVID-19 has transformed ecommerce, with nearly 50% of consumers saying they have spent more on retail in the last 30-60 days than in previous months. In this guide, we'll cover COVID-19's impact on:


- Brick and mortar buying
- 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, overhaul how they operate by only offering curbside pickup, or shift their business online, merchants and shoppers alike have had to adapt to these changes. As life continues beyond COVID-19, here's how consumers' buying habits have been affected.



49% of consumers have taken advantage of curbside pick-up options or the ability to buy online and pick up at/in store during the COVID-19 outbreak

80% of consumers are less likely to shop in stores right now due to COVID-19



80% of consumers are less likely to shop in stores right now due to COVID-19 concerns



69% of consumers say COVID-19 has made them more likely to support local/independent retailers after seeing how the pandemic has impacted them



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

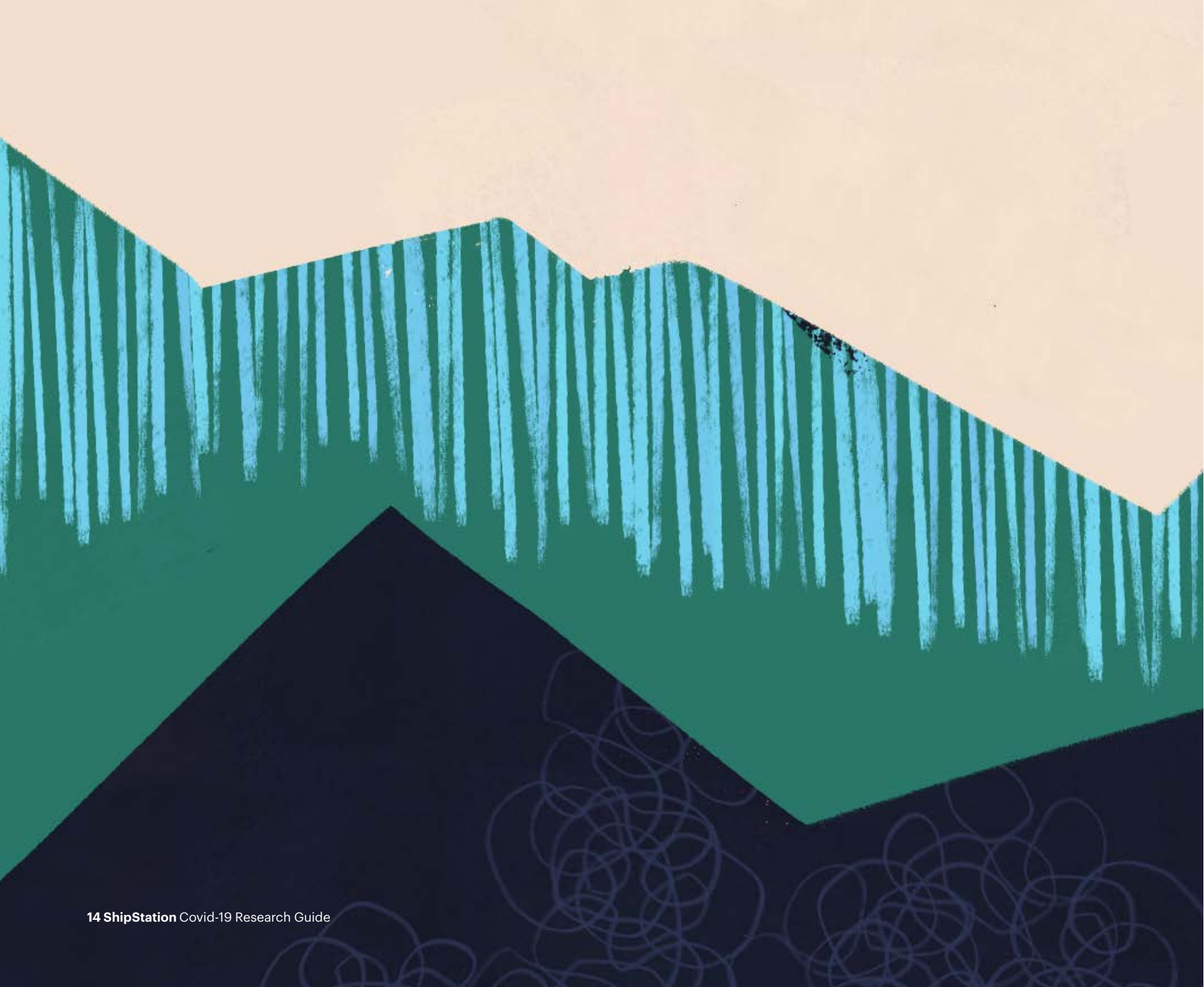


COVID-19 has made 62% of consumers more aware of local/independent brands that they can support and purchase from

COVID-19 has made 69% of consumers more likely to support local or independent retailers because they've seen how the pandemic has impacted them



55% of consumers have increased their spending with local/independent retailers who are being impacted by COVID-19 in an effort to support them



CHAPTER TWO

Impact on Online Shopping

Due to COVID-19, many consumers have turned to online shopping. Here are ways that the pandemic has reshaped consumers' buying behavior.



55% of consumers are doing more online shopping as a result of COVID-19



54% of consumers have turned to buying online when local stores are out of stock



32% of consumers buy online because local stores are placing limits on products they want to buy in bulk

76% of consumers prefer to shop online right now to avoid germs in stores



CHAPTER THREE

Customer Trends During COVID-19

COVID-19 has changed how customers shop and what they're shopping for. Most consumers shifted their buying decisions due to the virus—whether it's how much they're willing to spend or what they're looking to purchase. People have spent more than they normally would and have bought in bulk options in order to stock up on essential supplies.

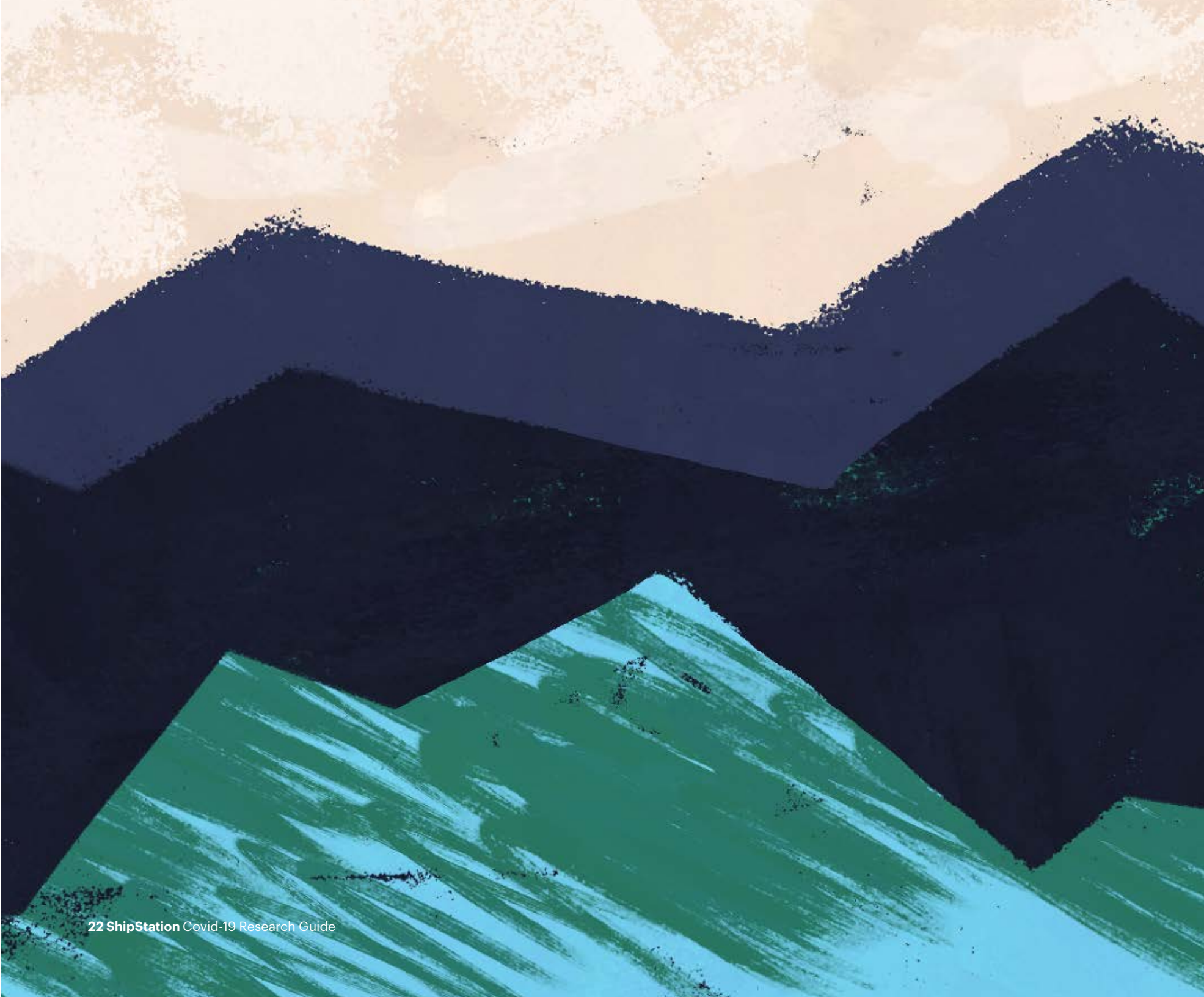


53% of consumers have spent more on retail purchases (in-store or online) in the last 30-60 days than in previous months, in part due to COVID-19



Only 37% of consumers say that coronavirus has had no impact on their shopping decisions

70% 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 shipping times. Even industry leaders like Amazon, which rewired consumer expectations on shortened delivery times, have seen shipping delays. Consumers anticipate delays, but they still expect ETAs. Here are what consumers expect of retailers during this pandemic.

94% of consumers expect retailers to have information on their website about how COVID-19 has impacted their shipping process



68% of consumers agreed that COVID-19 has lowered their expectations about delivery speed



55% of consumers have had a delivery delayed/canceled due to coronavirus



64% of consumers expect more brands to offer curbside pickup as a result of COVID-19



58% of consumers expect brands to offer extended returns windows due to COVID-19



30% of consumers expect brands to offer faster delivery time after the pandemic is over



44% of consumers expect brands to provide free returns

70% of consumers say they are buying larger volumes of products because they don't know how accessible products will be in the future

Conclusion

COVID-19 has rapidly changed how we buy and sell everything. And until we can return to normalcy, ecommerce and physical stores are going to have to continue to adapt to social distancing, carrier changes, and even customer expectations.

If you are new to ecommerce or just need help getting your packages out of 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 today.

We also know how challenging it can be to navigate the ever-changing landscape of ecommerce and the shipping/fulfillment industry during this unprecedented time. That's what we're compiling and updating all the evolving carrier announcements in 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 800 qualified consumers in the U.S. who shop online. The average age of respondents is 40.

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 fulfillment services, including FedEx, USPS, 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.

