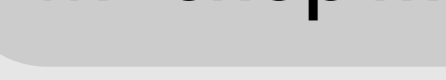
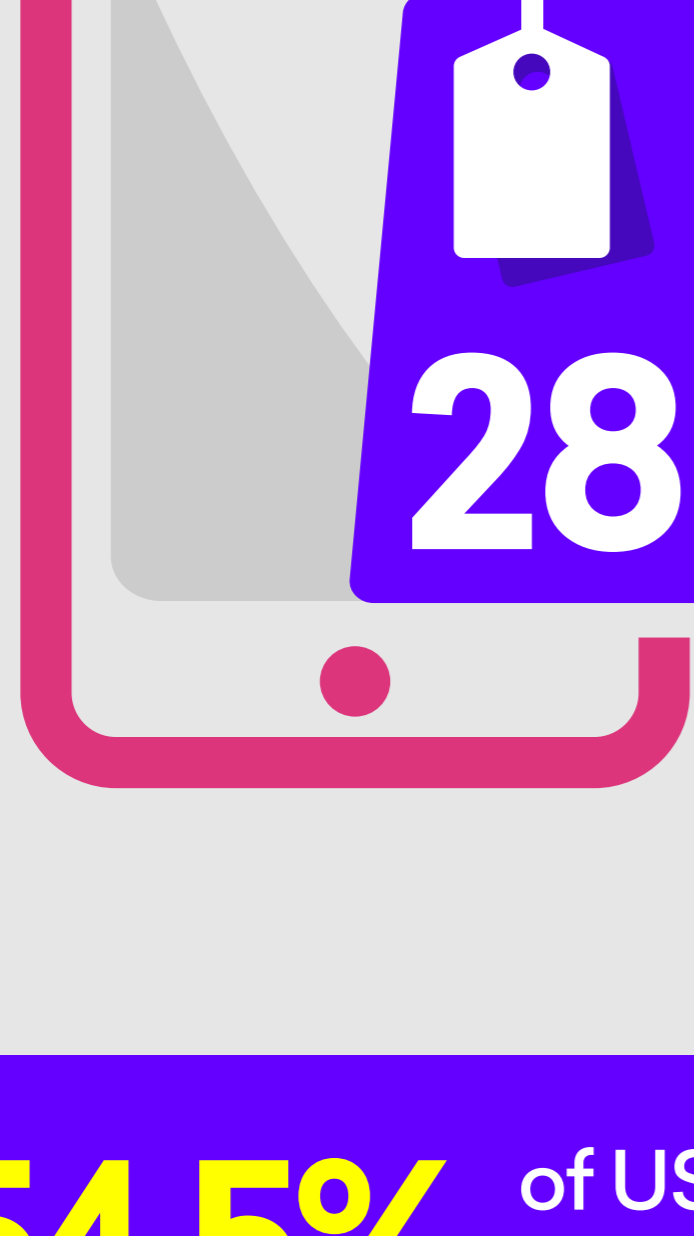


The future of ecommerce - according to shoppers

Qubit surveyed 1,500 US and UK consumers in July 2021 to better understand how COVID-19 has impacted shopping habits for the long-term and why the upcoming holiday season may be the biggest ecommerce opportunity yet.

2021 Holiday Season in Ecommerce

2020's holiday season was record breaking for online shopping. 2021 looks to be even bigger.



will shop more

online this holiday season

compared to 2020

54.5% of US and UK respondents said they expect to shop as much during the 2021 holiday season

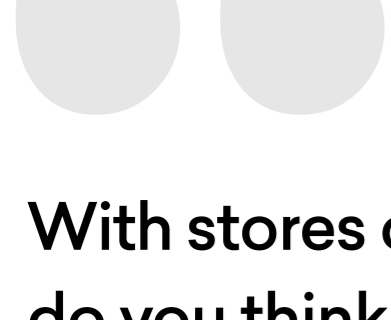
Online shopping is here to stay

Shopping habits adopted over the last year are for the long-term.

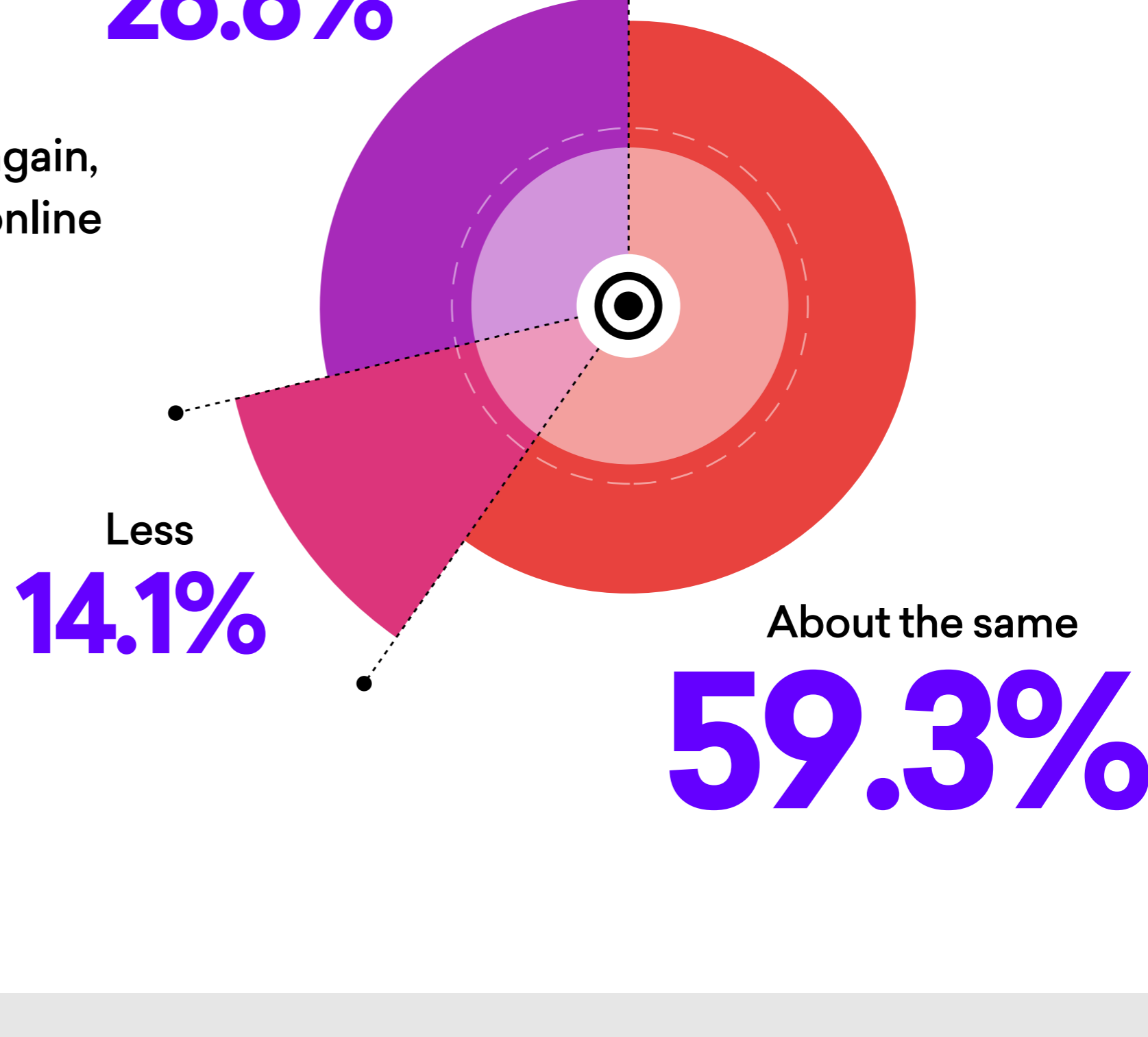


70.7% of shoppers said they increased their online shopping frequency compared to before COVID-19

Over 85% of consumers plan to keep shopping online, despite store reopenings

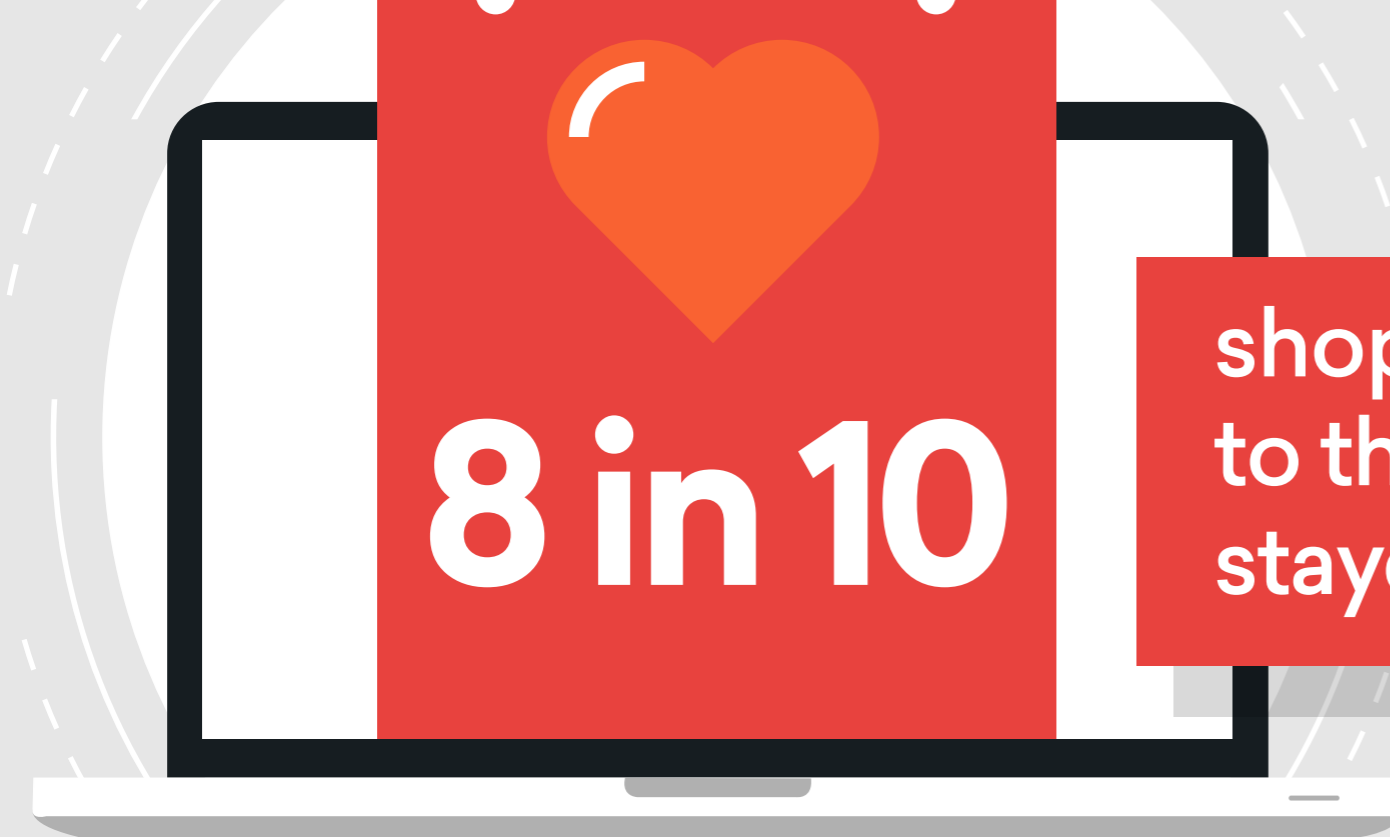


With stores opening up again, do you think you'll shop online more or less than you did prior to the pandemic?



Loyalty makes a comeback

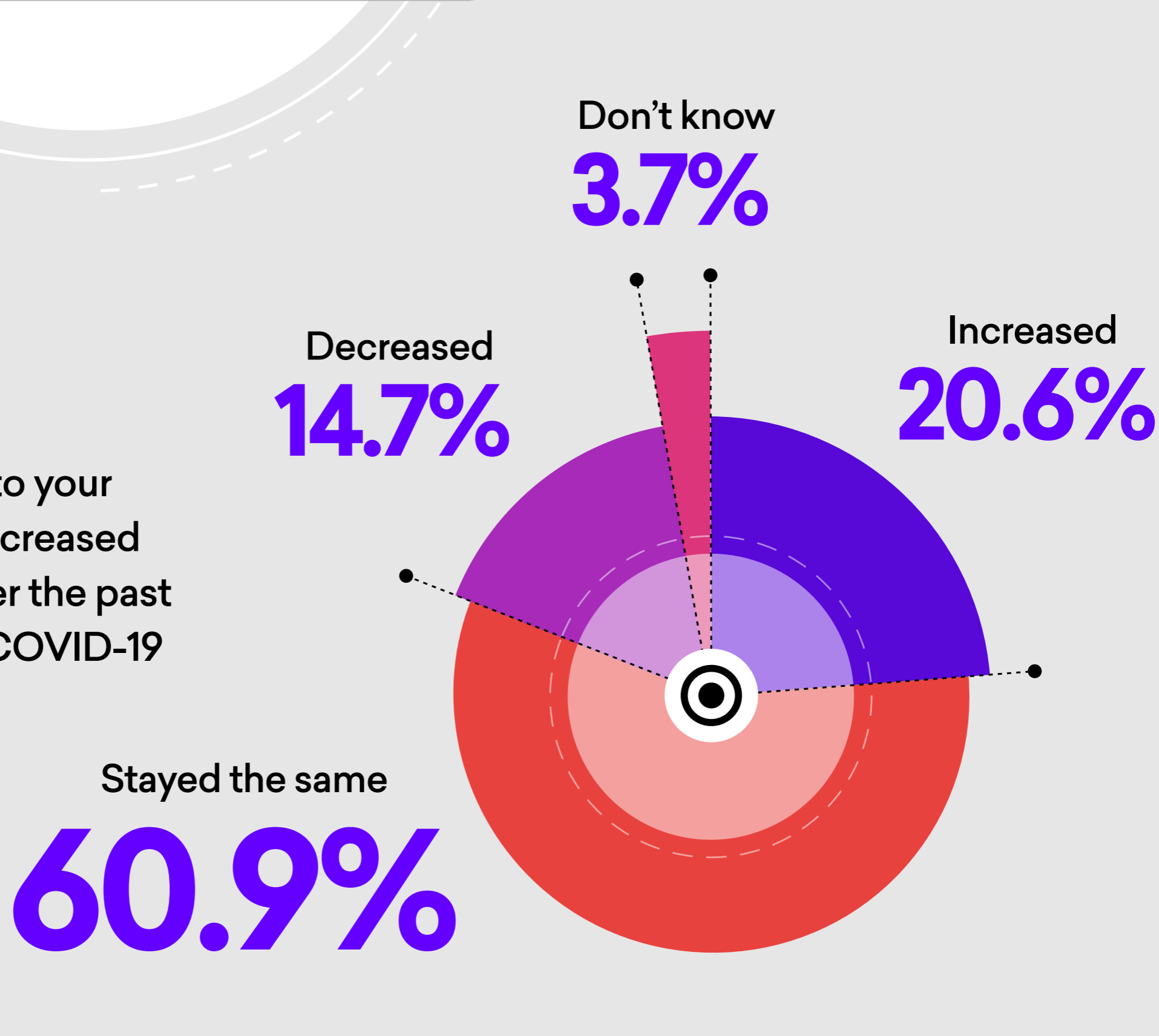
Despite shopping with more brands than ever, loyalty looks to be on the rise.



shoppers report their loyalty to their top 2-3 brands either stayed the same or increased



Has your loyalty to your top 2-3 brands increased or decreased over the past year, during the COVID-19 pandemic?



31.4% of consumers are shopping with more brands than ever before

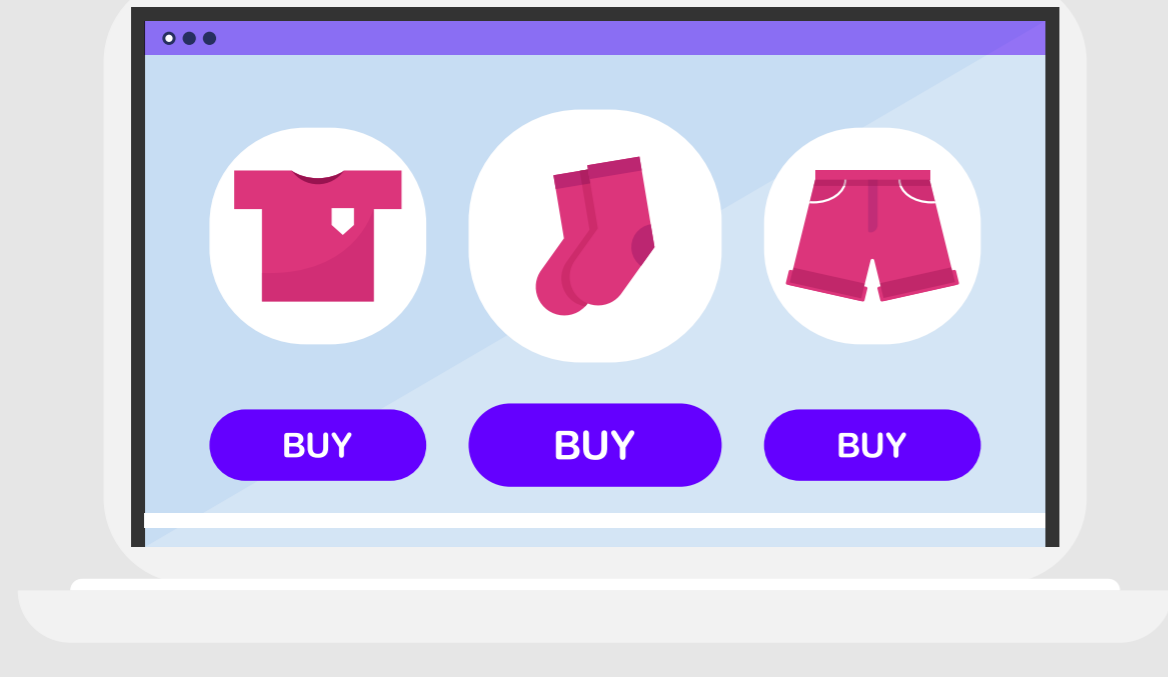


The changed consumer

Consumers may be more comfortable shopping online, but their experiences are far from perfect.



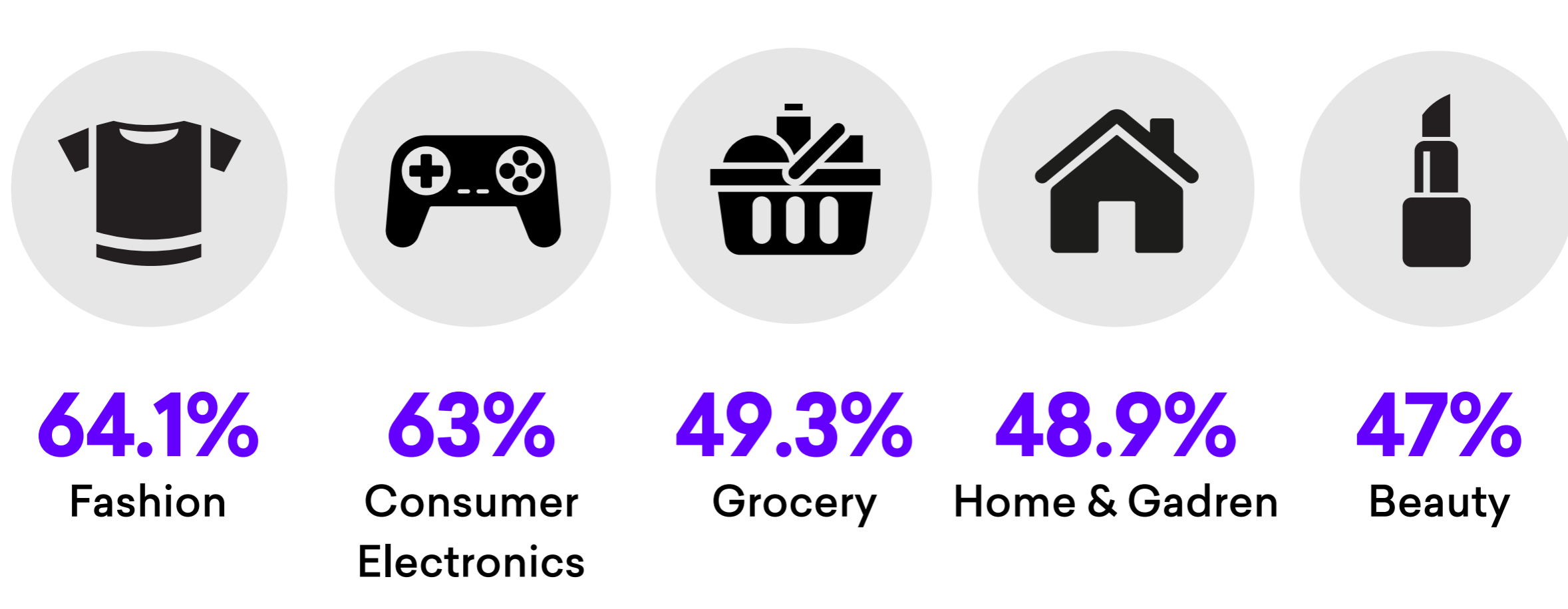
54.9% need more convincing to make a purchase online compared to in-store



87.6% of shoppers say they are faced with an overwhelming amount of product choices some, always or most of the time.

Category standouts fueling online growth ahead

Consumers plan to continue shopping online in five distinct categories.



Shoppers were asked:
With which retail categories will you continue to shop for online? Check ALL that apply.

Amplify your ecommerce strategy with Qubit CommerceAI to deliver personalization at scale and move metrics that matter.

[Learn more at qubit.com](https://qubit.com)

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