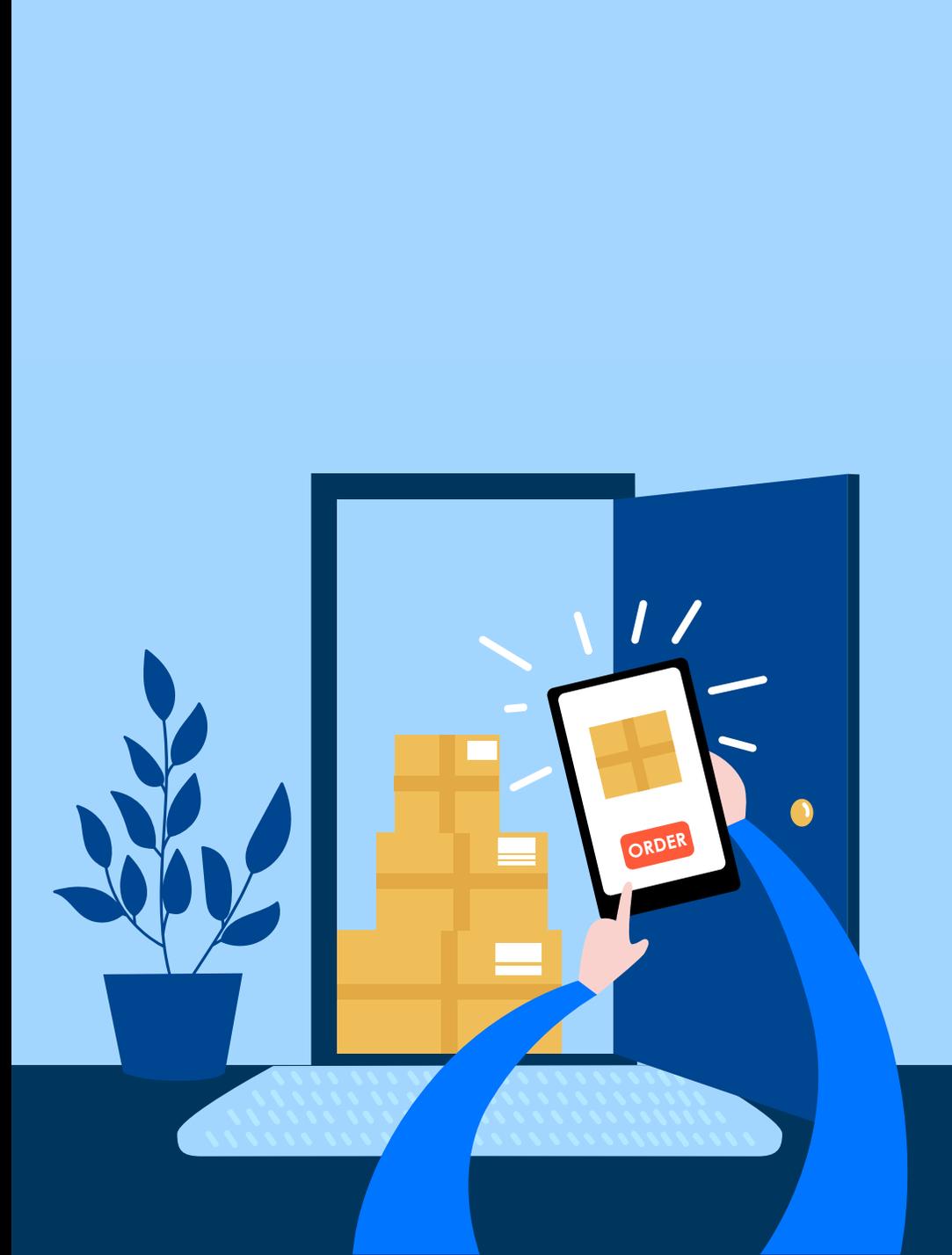


COVID-19 Shopping & Delivery Trends

Results from CommerceHub
Consumer Survey

April 2020



Methodology

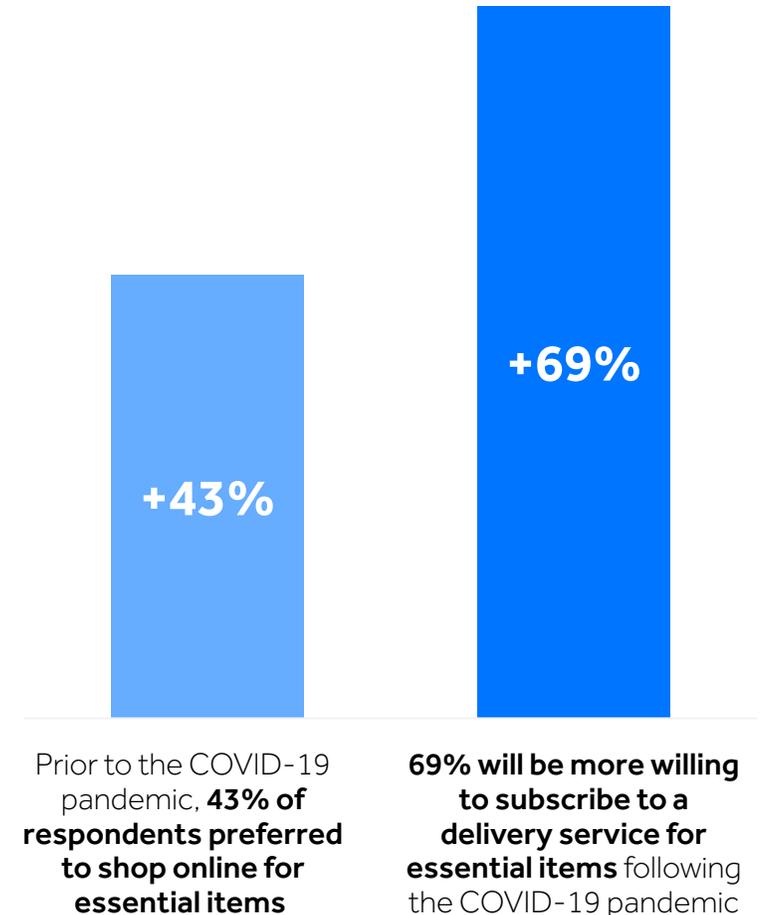
CommerceHub surveyed consumers of various age groups across the U.S. to **gauge consumer confidence in the current supply chain landscape** (amidst COVID-19 disruptions) and their changing shopping habits. Over 1,500 respondents participated in this survey over the course of two days.

Key Findings

- ▶ Consumers look to **move their essential items shopping to online** post COVID-19.
- ▶ As Amazon delivery timeframes continue to get pushed out, **Prime subscribers still don't trust that orders will be delivered on-time.**
- ▶ **Out-of-stocks** are still happening.
- ▶ **Curbside pickup** is here to stay.
- ▶ **Home delivery is still the safest option** during COVID-19.

Consumers look to move their essential items shopping to online post COVID-19.

Retailers that can rely on their digital supply chain and drop-ship model are able to take the products they have and work with their suppliers to diversify and distribute their inventory. This helps ensure products that customers deem essential can be reliably delivered to them in a safe way that meets their expectations.



Amazon Prime subscribers still don't trust that orders will be delivered on-time.

Currently, Amazon has extended delivery promises on assortment they deem "non-essential." The lengthened delivery promise window could reduce conversions among consumers. It may ultimately drive them to find the items they need from another retailer that can promise faster delivery.

80%

of Amazon subscribers say that expected or promised delivery date has **impacted their purchase decisions** for essential items

70%

of respondents say that expected or promised delivery dates to order essential items have **impacted their purchase intent**

30%

of respondents **do not care about delivery time**

Curbside pickup is here to stay.

Because convenience plays a large role in customer satisfaction, and now safety too, retailers need to adjust quickly. Providing more ways for contactless shopping gives physical stores the ability to provide what a customer needs quickly while reducing shipping costs and increasing brand loyalty.

59%

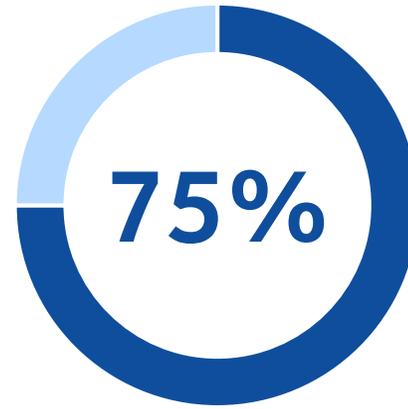
Of consumers said they are **more likely to use curbside pickup** following the coronavirus outbreak.

75%

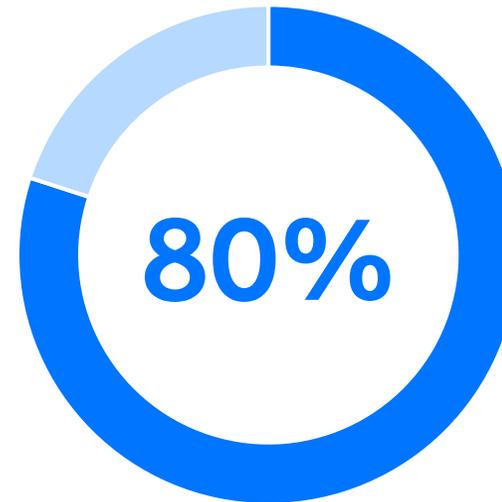
Of those who subscribed to multiple delivery services (including Amazon Prime), said they were still **likely to opt for curbside delivery** once the pandemic subsides.

Out-of-stocks are still happening.

As consumer demand for certain product categories has increased, retailers are being put to the test having to find new ways to quickly fill supply gaps by tapping into a broader and more diverse drop-ship network than they are currently supporting.



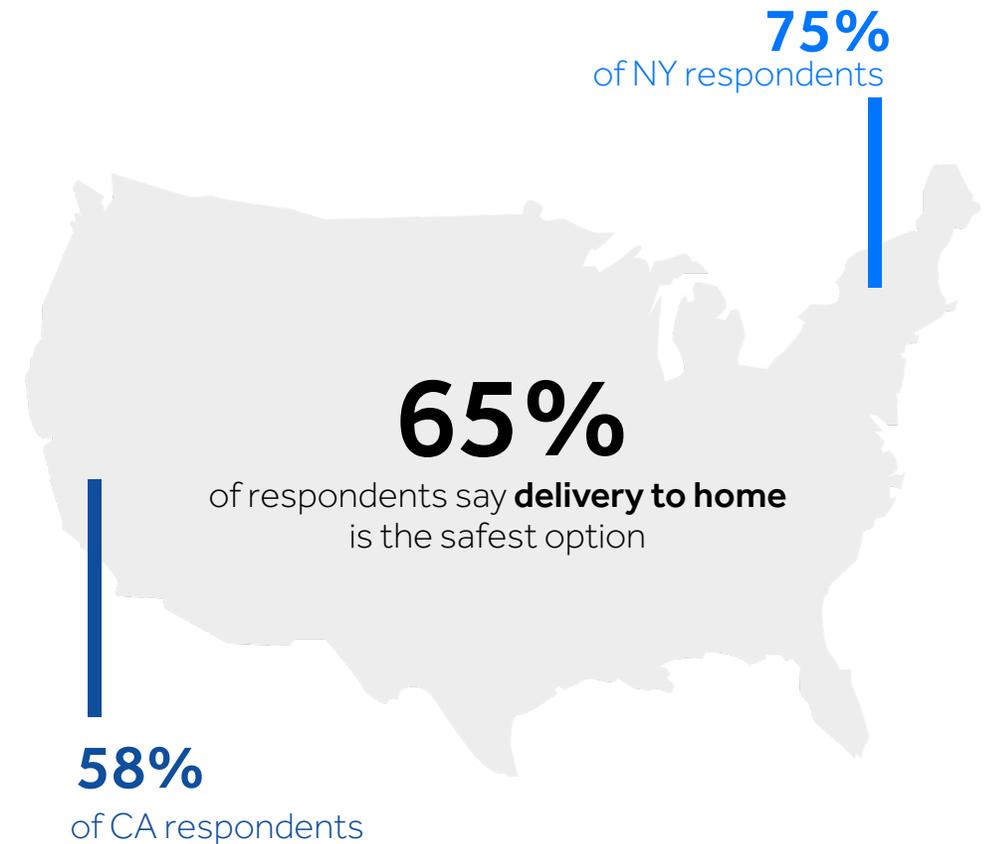
of survey respondents said that they have searched for an item to purchase online, only to find that **it was out of stock**



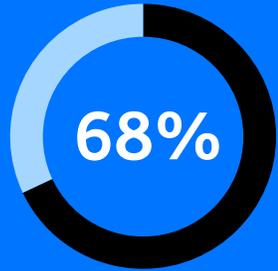
of respondents who subscribed to Amazon Prime said that the items they were looking to purchase online **were out of stock**

Home delivery is still the safest option during COVID-19 crisis.

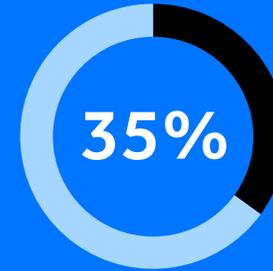
Ecommerce is being tested in ways we never imagined. Retailers need to find ways to keep up with shifting demand and an accelerated boost in online sales as well as ensure delivery promises are fulfilled to keep the customer experience intact.



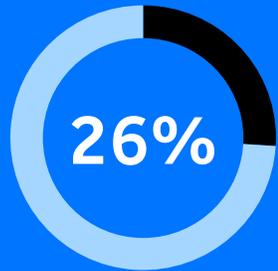
Additional Insights



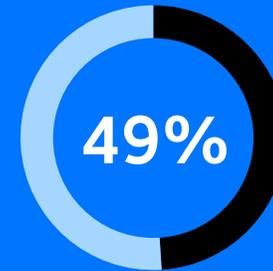
of consumers are **likely to subscribe to a delivery service for groceries** and other essential items following the crisis



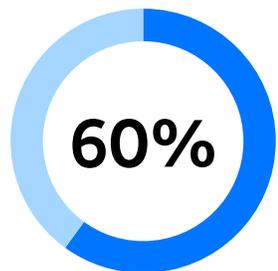
of Amazon Prime users said that the **longest delivery delays were a week** or more



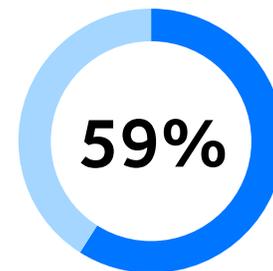
of older millennials (aged 30-39) are more **willing to try new delivery options** (curbside pickup) or subscriptions (e.g., Instacart, Shipt) following the COVID-19 pandemic



of respondents over the age of 50 who did not shop online said they're **likely to subscribe to a delivery service** following the COVID-19 pandemic



of respondents said that **more than 3 days was the longest delay** in receiving items purchased online



of respondents aged 70+ said they would **still prefer to shop in-store** once the crisis is over



CommerceHub is a distributed commerce network connecting supply, demand and delivery that helps retailers and brands increase sales by expanding product assortments, promoting products on the channels that perform, and enabling rapid, on-time customer delivery. With its robust platform and proven scalability, CommerceHub helps more than 12,000 retailers, brands, and distributors achieve over \$20 billion in Gross Merchandise Value annually. Visit [commercehub.com](https://www.commercehub.com).