



STRONG ACCELERATION IN E-COMMERCE

March/April 2020

 The average **revenue of e-commerce** sites increased by **68%** in mid-April (1)

 **+19%** traffic in the **fashion and luxury** industries (2)

 **Sales of dumbbells** increased by **307%** (3)


 The **volume of online purchases** increased by **50%** (4)

USA

 **+2.1%** market share for **general e-commerce** (5)


 Sites **selling household goods** have **22% more traffic** (6)

 **+27%** more traffic on online **marketplaces** (7)

 **18%** of sites have an **increasing turnover** (8)

FRANCE

 Online purchases with **in-store product pick-up** increased by **71%** (9)

 **Apparel and electronics** account for more than **50%** of e-commerce (10)

 **20%** of consumers say they **rarely go to physical shops** (11)

 Purchases of **furniture and garden items** increased by **495%** (12)

GERMANY



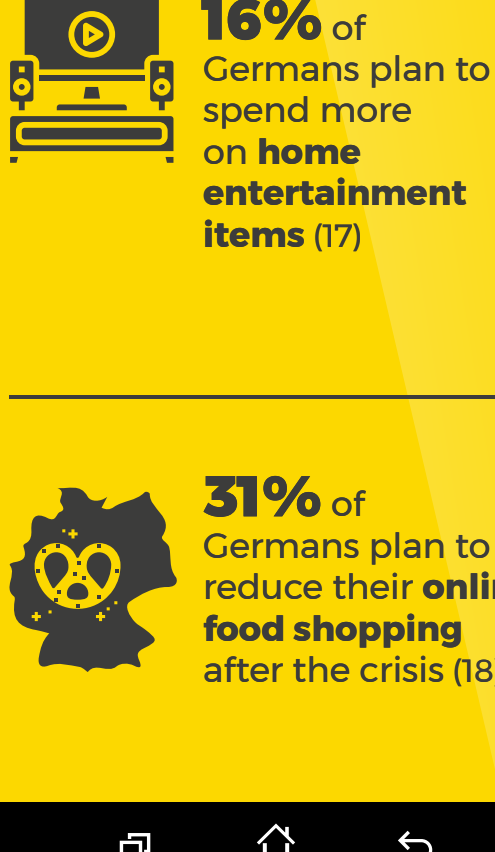
Changing consumer habits

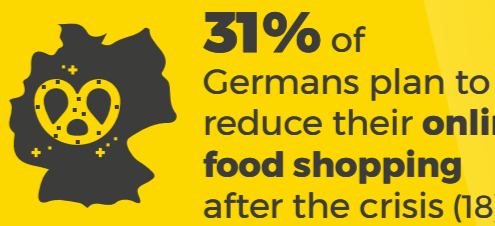
 **37%** of Americans plan to **spend more online** (13)

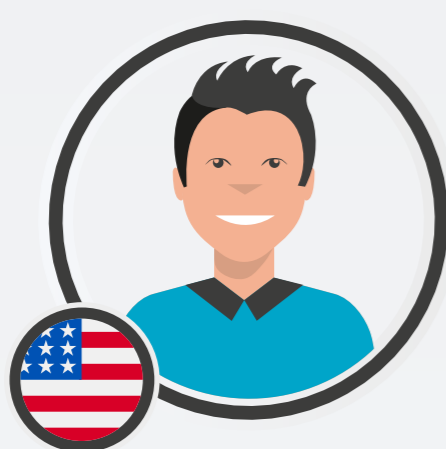
 **24%** say they will not return to a shopping mall for **another 6 months** (14)

 **9 out of 10 shoppers** will continue to buy online at the end of the crisis (15)

 **Between 51% and 63%** plan to buy **sports and fashion items** online (16)

 **16%** of Germans plan to spend more on **home entertainment items** (17)

 **31%** of Germans plan to reduce their **online food shopping** after the crisis (18)



Sources

- (1) et (14) <https://www.forbes.com/sites/louiscolombus/2020/04/28/how-covid-19-is-transforming-e-commerce/#17a156a33544>
- (2) <https://www.roirevolution.com/blog/2020/05/coronavirus-and-e-commerce/>
- (3) <https://www.visualcapitalist.com/shoppers-buying-online-e-commerce-covid-19/>
- (4) <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-us-consumer-sentiment-during-the-coronavirus-crisis>
- (5) <https://www.nielsen.com/fr/fr/insights/article/2020/covid-19-un-nouveau-palier-atteint-en-france-par-le-e-commerce/>
- (6) <https://www.ecommercemag.fr/Thematique/retail-1220/Breves/Confinement-ventes-e-commerce-monde-349247.htm>
- (7) <https://www.ecommercemag.fr/Thematique/data-room-1223/Infographies/Covid-chiffres-cles-e-commerce-France-349281.htm>
- (8) <https://www.fevad.com/enquete-sur-limpact-du-covid-19-sur-le-e-commerce-francais/>
- (9) <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-german-consumer-sentiment-during-the-coronavirus-crisis>
- (10) <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/covid-19/understanding-covid-19-impact-on-non-food-retailers.html>
- (11) <https://www.lesclesdudigital.fr/les-consommateurs-ont-change-les-habitudes-achats-en-periode-de-crise/>
- (12) <https://sellics.com/blog-coronavirus-e-commerce-consumer-shopping-trends-opportunities/>
- (13) <https://www.statista.com/statistics/1104947/spending-on-goods-from-online-marketplaces-coronavirus-us/>
- (15) et (16) <https://comarketing-news.fr/covid-19-quelle-croissance-pour-le-e-commerce-apres-la-crise/>
- (17) et (18) <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-german-consumer-sentiment-during-the-coronavirus-crisis>