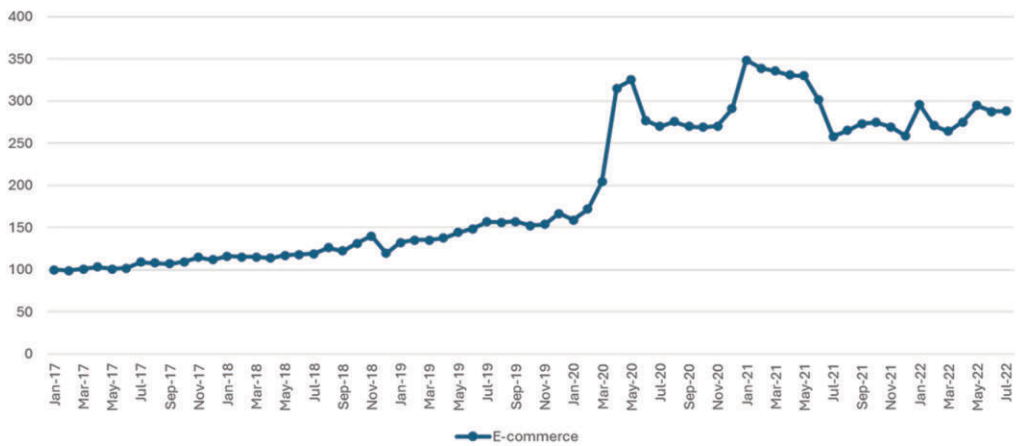


IMPACT OF COVID-19 ON SHOPPING BEHAVIORS IN NORTH AMERICA

Dive Deep into Online and In-Person Shopping Trends

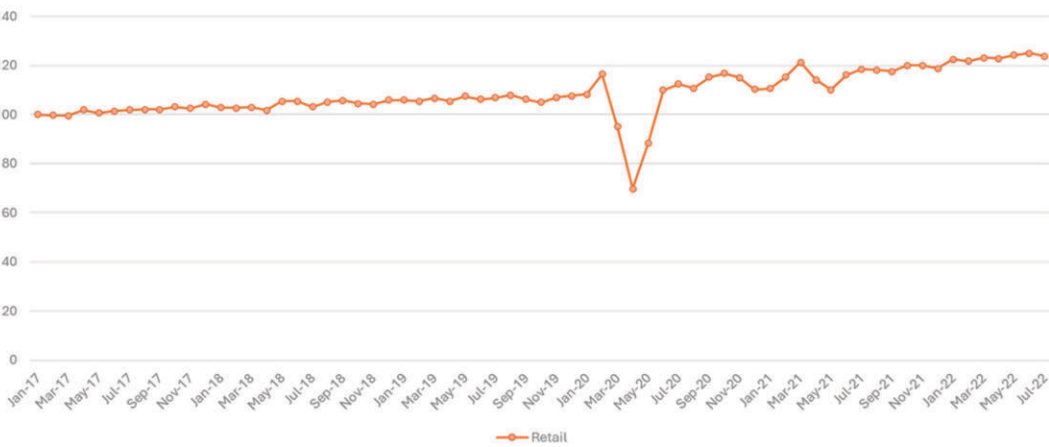
Szu-Yu Chen, Vivek Upadhyay, Rutunjay Chundur

E-commerce Sales



2019 - 2022

Retail Sales (2017-2022 July)

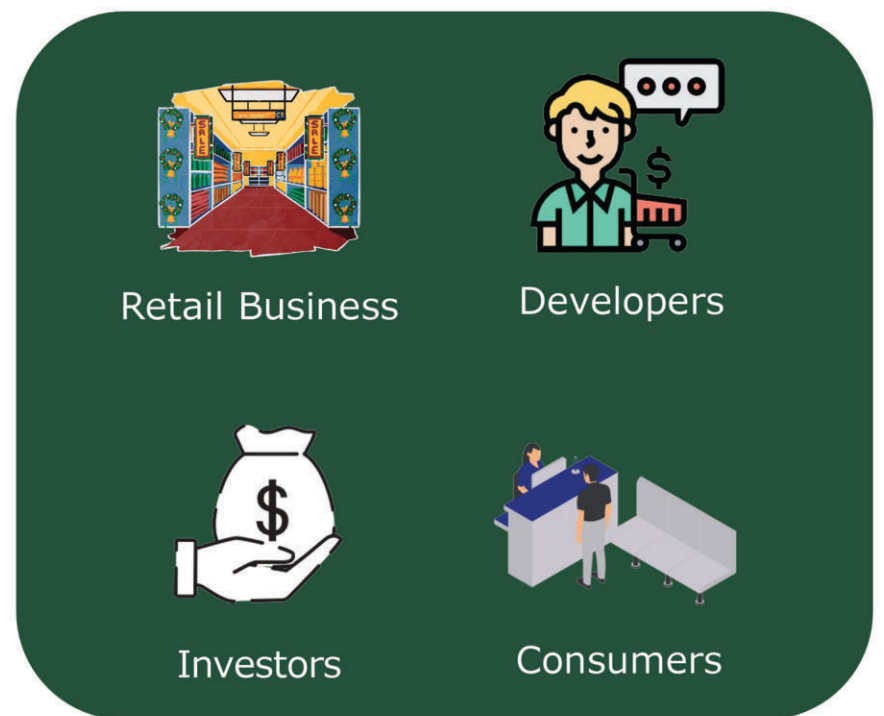


Consumer behavior shifted dramatically, with a heightened focus on essential goods and home-related products, while sectors such as fashion and luxury experienced declines. As vaccination efforts progressed and restrictions eased, retail sales gradually rebounded, albeit with lingering uncertainties surrounding the persistence of online shopping habits and evolving consumer preferences in the post-pandemic landscape.

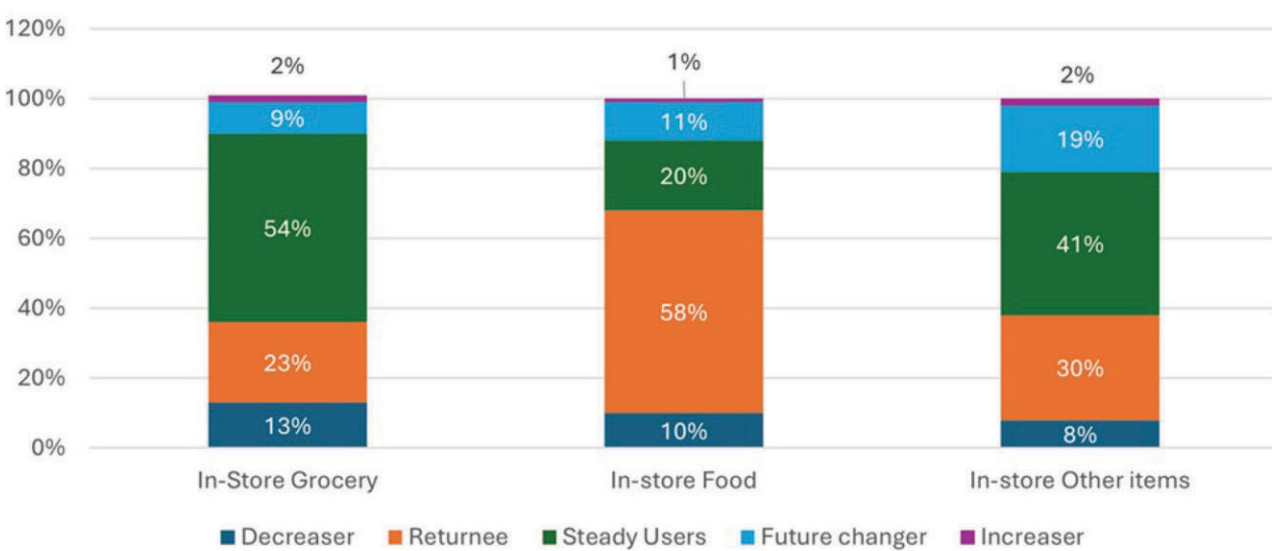
Research Findings

- Decrease in in-store sales during the pandemic.
- Complete shift to online shopping during the pandemic.
- E-commerce sales continued to increase during the post-pandemic period.
- In-store sales increased as the pandemic subsided.

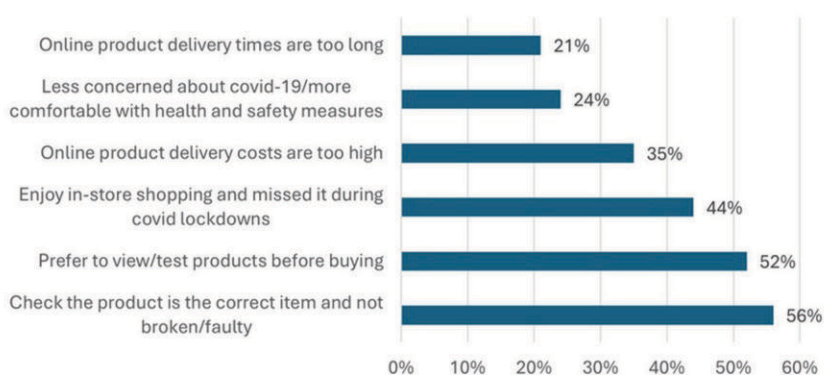
Stakeholders



Change of in-store shopping frequency for the 3 shopping categories



Why Canadians prefer in store shopping



COVID-19 swiftly pushed North American consumers toward online shopping over in-person visits due to safety concerns. This shift persisted post-lockdown, indicating a lasting change in shopping behavior.