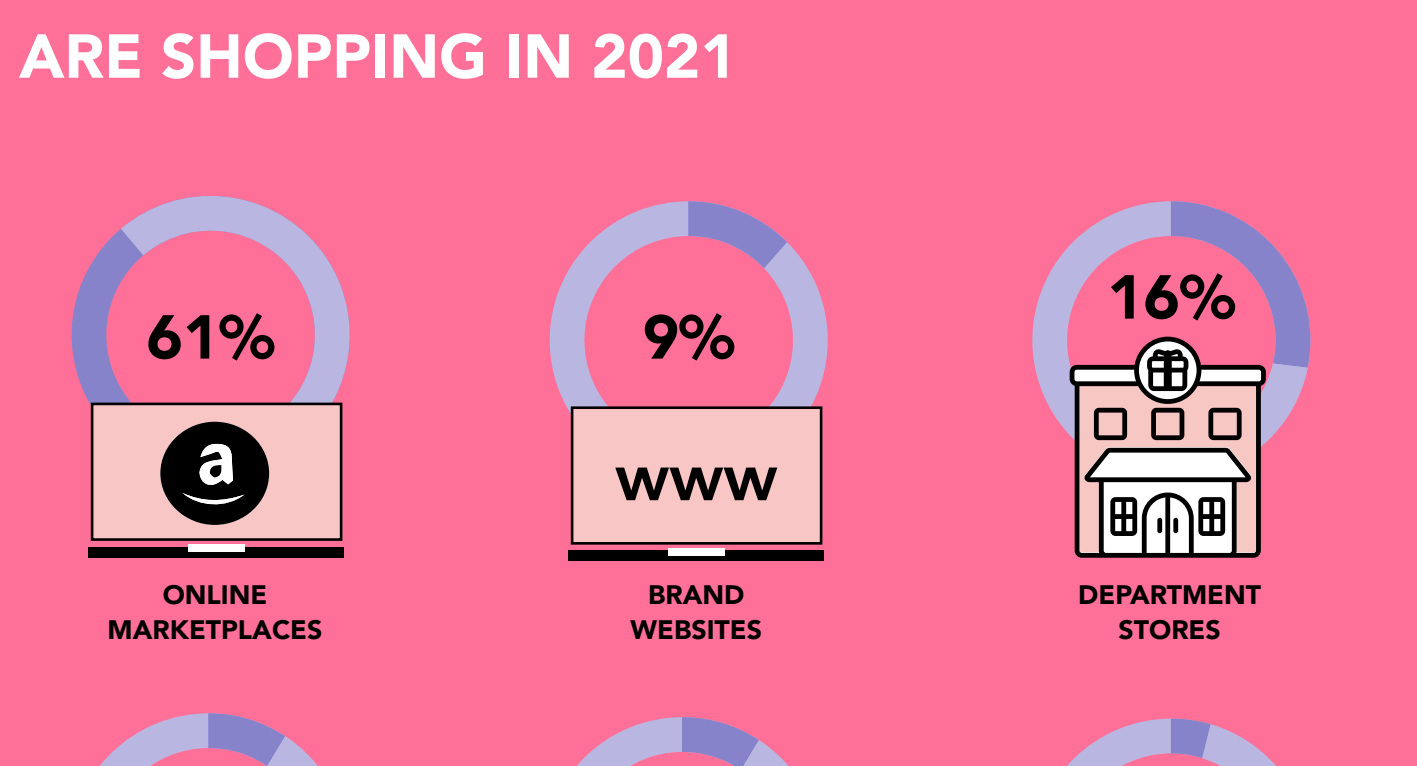


Top Consumer Shopping Trends After COVID

Eco-friendly and Made in America are Top of Mind

In the CGS 2021 State of the U.S. eCommerce Consumer Survey, 1,000 U.S. consumers were surveyed to gather insights and identify trends from their shopping habits. New data reveals that consumers are gravitating toward local shopping and American-made goods, but most are still going to online marketplaces.

Generation Z is driving many of the 2021 shifts in buying habits, while shopping Made in America and sustainably are top of mind for consumers of all generations.



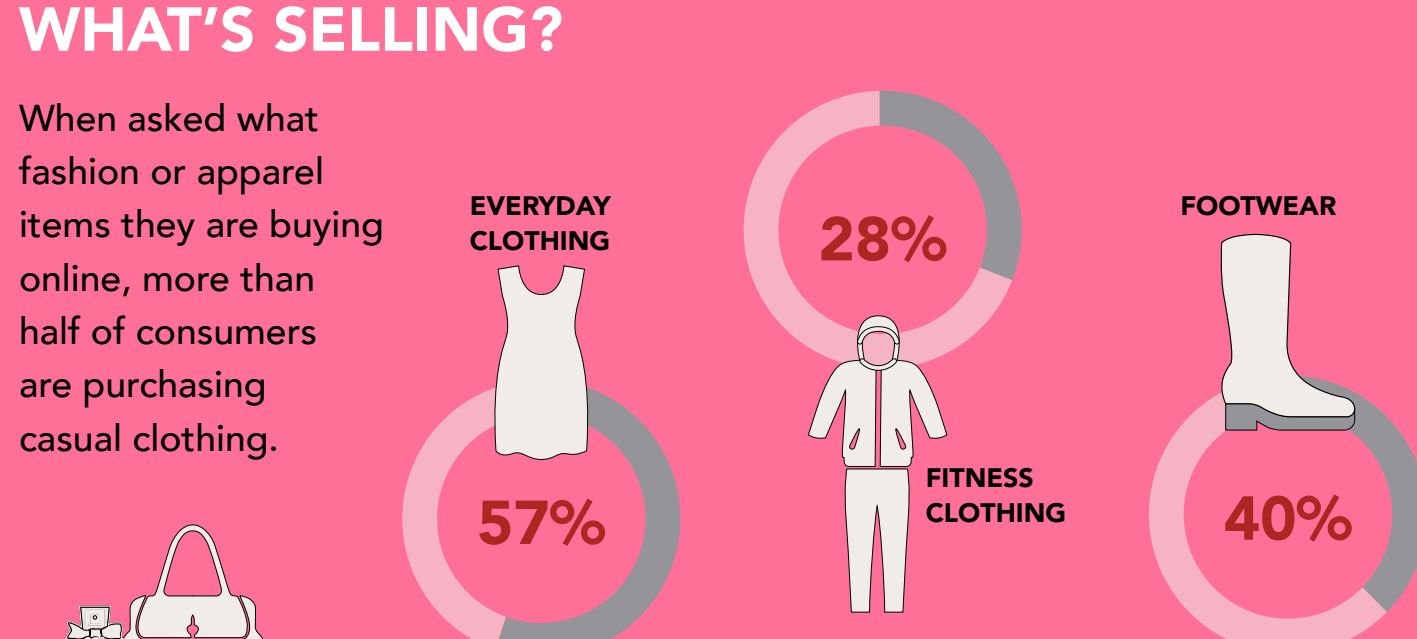
Shopping Habits and Motivations Vary by Generation

WHERE CONSUMERS ARE SHOPPING IN 2021



ONLINE MARKETPLACE SHOPPING

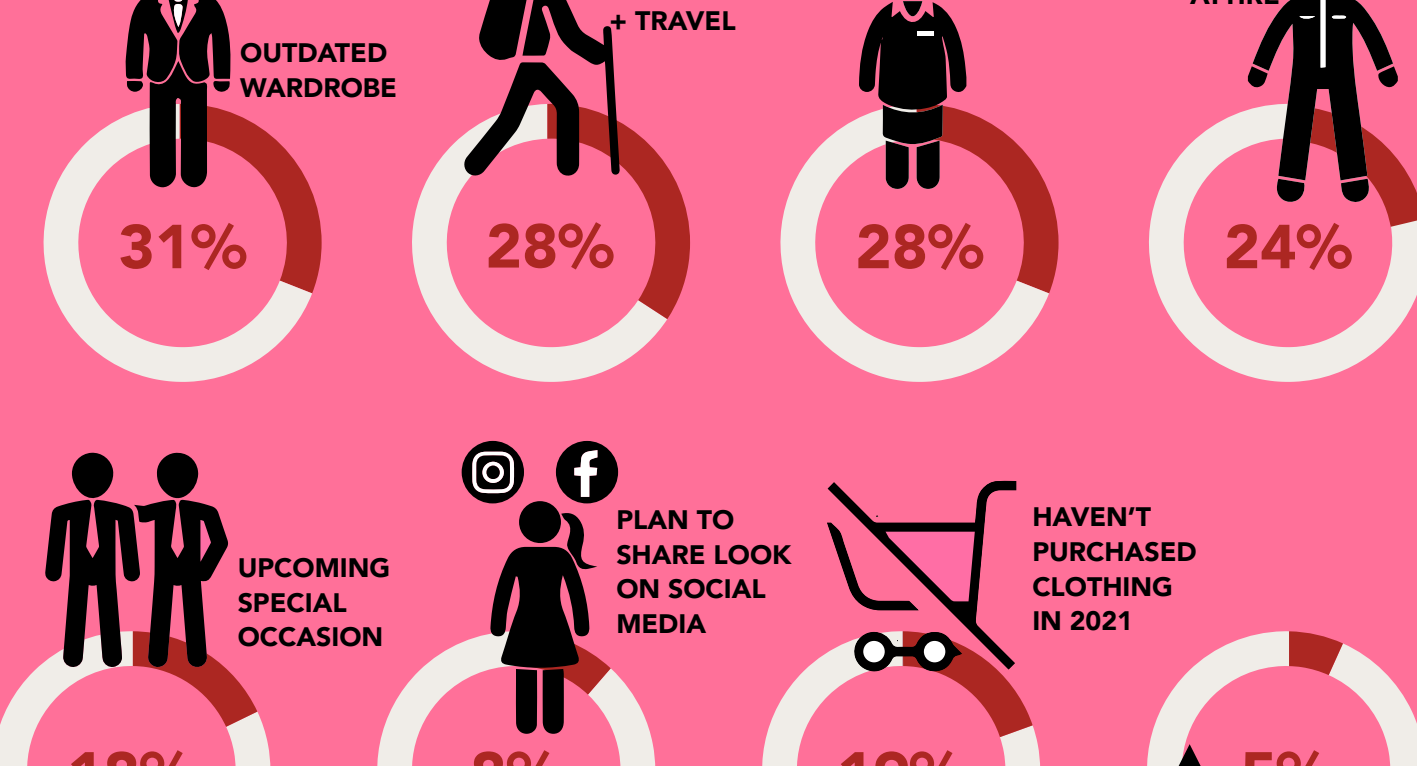
While pandemic restrictions have recently eased in the U.S., overwhelmingly shoppers are buying from online marketplaces. The up-and-coming Gen Zers with rising buying powers are the exception.



ECO-FRIENDLY AND MADE IN AMERICA SHOPPING EXPERIENCE

Today's shoppers are frequenting brands and retailers with eco-friendly and sustainable values and/or American-made products.

CONSUMERS PREFER AMERICAN-MADE GOODS



SUSTAINABLE PRODUCTS

Gen Z is shopping with retailers and brands that practice more sustainable processes and share those values. Gen Z is five times more likely than Baby Boomers to use second-hand websites for nonessential items.



WHAT'S SELLING?

When asked what fashion or apparel items they are buying online, more than half of consumers are purchasing casual clothing.



MOTIVATOR TO BUY APPAREL

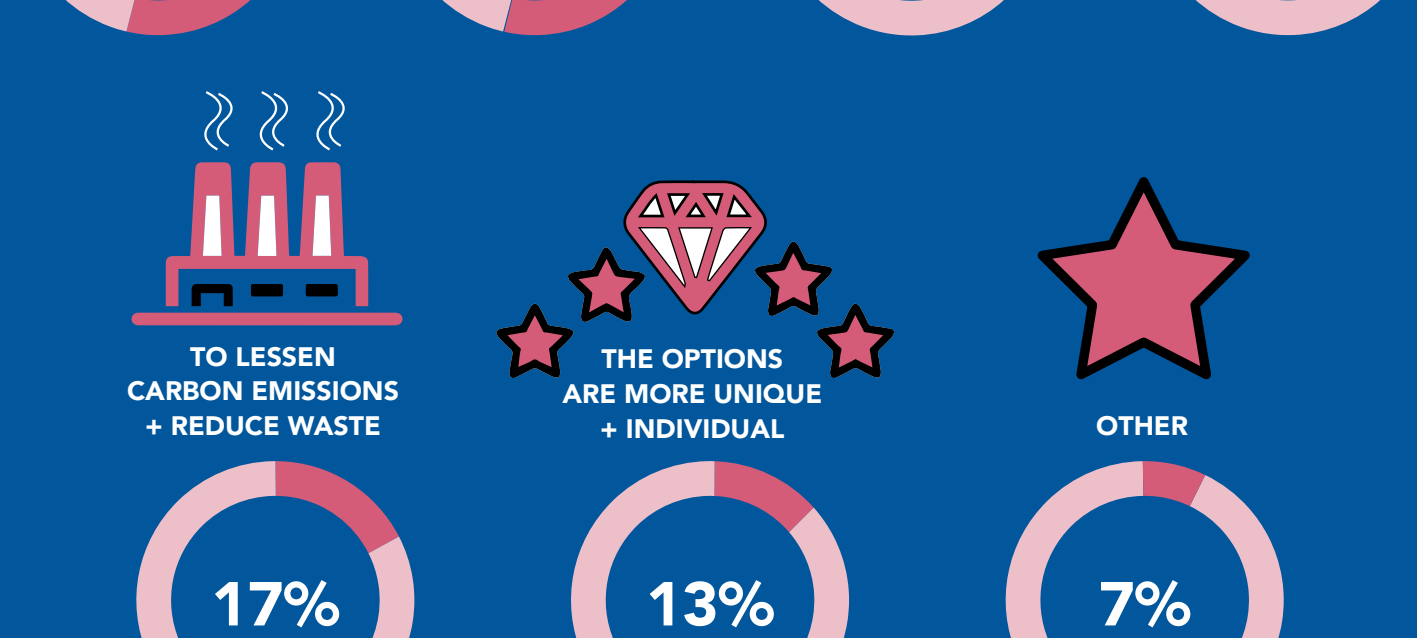
As consumers go back to work, school, travel or events, they are in need of clothing necessities. Topping the list: Nearly one-third said their wardrobe was outdated.

RETURNING TO EVERYDAY LIFE



NEW WORK ATTIRE

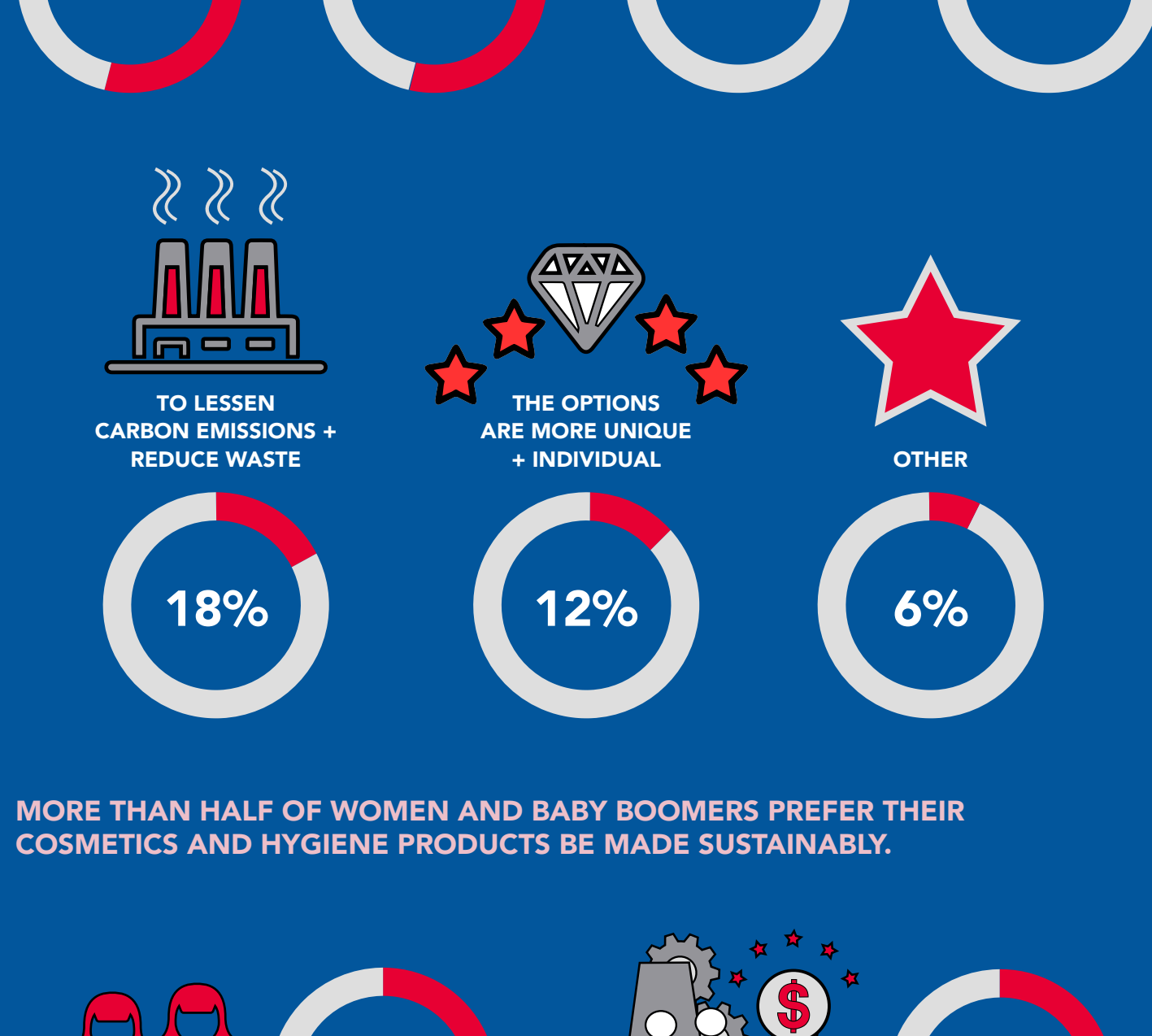
The biggest motivator for Millennials is buying clothes to go back to the office. Clothing no longer fits, is a motivator among all generations. Who is buying?



CONSUMER SPLURGES

INDULGENCES

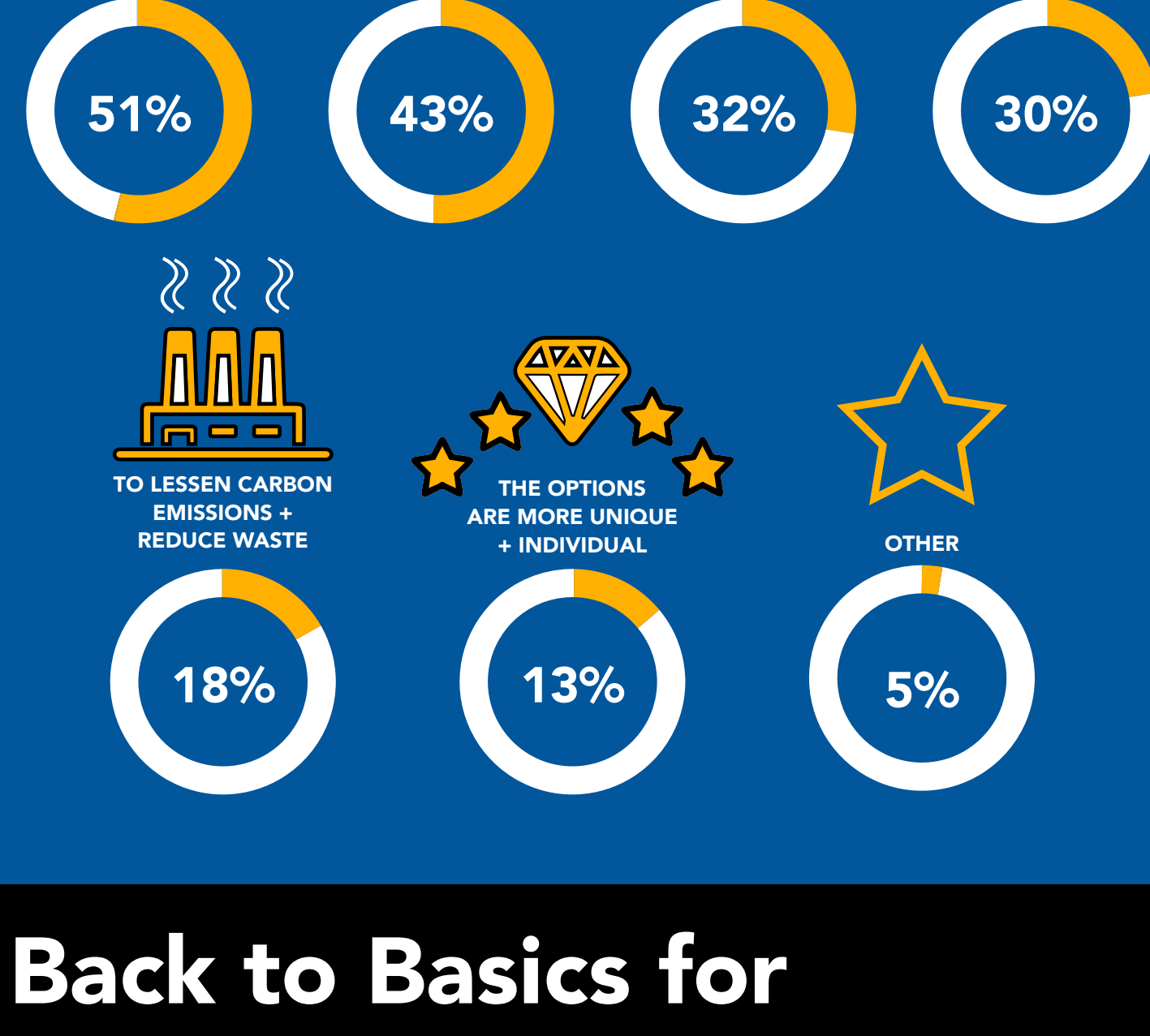
While 39% of consumers didn't make any purchase in the past year, among the 61% who splurged, footwear and home goods topped the list.



EMBRACING TECHNOLOGY

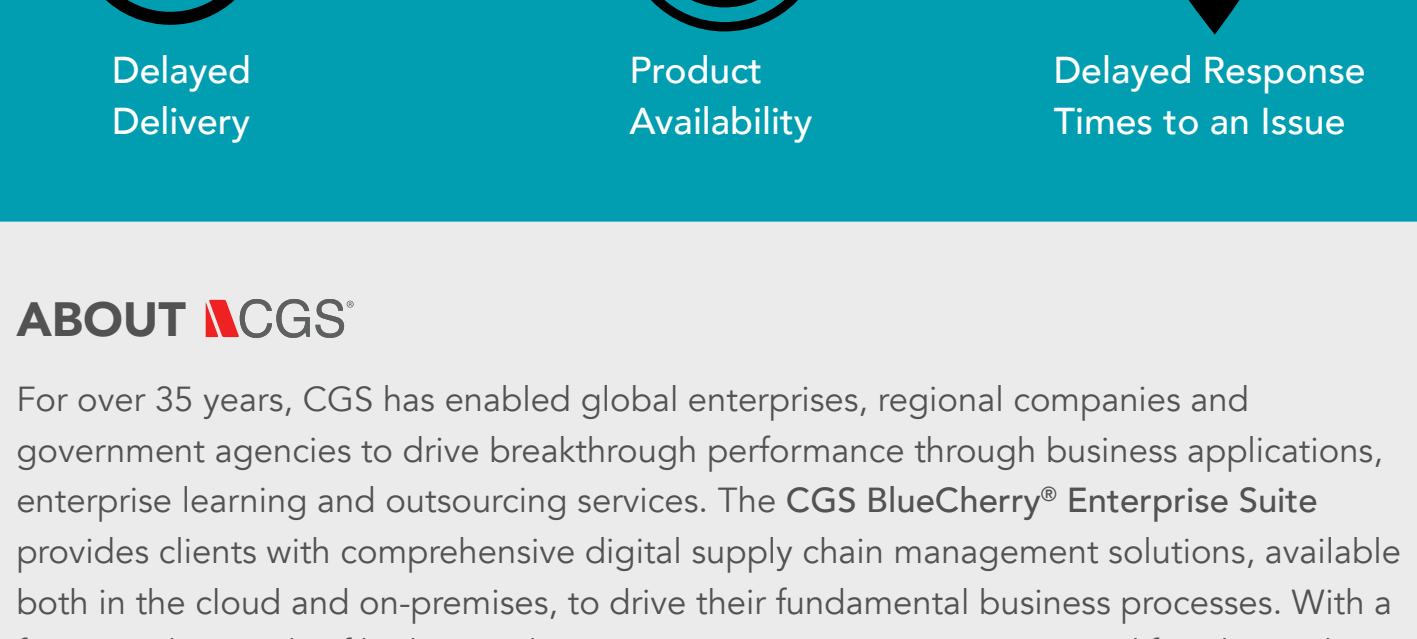
While adapting to shopping virtually, consumers were interested in tapping into the latest technology to help with everything from visualizing goods to getting the right fit.

ONLINE SHOPPERS WOULD TRY LATEST TECH



MILLENNIALS

The age group most willing to try shopping via technology, were Millennials. Nearly half are eager to try livestream on Amazon or Facebook, and approximately one-third would try on clothes and makeup using augmented reality.



Made in America + Made Sustainably

DESIRE FOR AMERICAN-MADE CHILDREN'S APPAREL

Seven in ten consumers felt that children's items and apparel should be made in America, citing concerns about materials used in manufacturing and desire to support local businesses as their main reasons for this sentiment.

WHY CHILDREN'S ITEMS SHOULD BE AMERICAN MADE

AMERICAN-MADE COSMETICS

A majority of consumers are concerned with the manufacturing of cosmetics and hygiene products, preferring locally made items.

WHY COSMETICS SHOULD BE AMERICAN-MADE

MORE THAN HALF OF WOMEN AND BABY BOOMERS PREFER THEIR COSMETICS AND HYGIENE PRODUCTS BE MADE SUSTAINABLY.

AMERICAN-MADE FURNITURE

Consumers stated they would like for their furniture and home goods to be made in America, with nearly one-third of these respondents citing costs and faster delivery times as the reasons.

WHY BUY AMERICAN-MADE FURNITURE?

Back to Basics for Brand Loyalty

2021

When asked about repurchasing from a brand, consumers shared the top 3 considerations:

2020

The prior year amid a pandemic lockdown, consumers had more immediate concerns:

ABOUT CGS

For over 35 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services. The CGS BlueCherry® Enterprise Suite provides clients with comprehensive digital supply chain management solutions, available both in the cloud and on-premises, to drive their fundamental business processes. With a focus on the needs of high-growth organizations operating in consumer lifestyle products, retail and apparel, BlueCherry is a unified platform that provides supply chain visibility with the latest digital technologies. The BlueCherry Suite addresses the needs of the end-to-end supply chain, from planning and product development to manufacturing and sales.

Email Us

Follow CGS on social media

cgsinc.com