

# The COVID-19 effect on online-shopping

Top findings from our survey of 1,000 consumers in August 2020



64%

of our panel agreed that shopping online is the new norm



39%

couldn't wait to go out to the High Street again



36% of those surveyed increased their online purchases during lockdown



63% maintained their online purchase levels after lockdown measures were relaxed



28% of our shopper panellists increased their online purchase frequency overall in 2020\*

We asked our panellist if they expect their online purchases for October - December 2020\* to ↑ or ↓



Highest increase expected for Clothes / Fashion with 44% ↑



Followed by: Gifts 29% and Health & Personal care 28%



40% of our panellist expect to buy more online for Halloween, Black Friday & Cyber Monday\*



46% expect to buy more online for Christmas 2020\*

The most popular method to source items online amongst our panel:



Search engine



Family & Friends



Leaflets / Marketing Mail

## Contact us

Whistl offer a diverse portfolio of both domestic and international parcel shipping solutions, fulfilment & contact centre services that can help you to fulfil your customers' delivery expectations

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\* versus 2019

Research conducted by Whistl to understand the effects of Covid 19 on online shopping behaviours. Our research study was conducted from 13th – 19th August 2020. All participants were sourced from a large UK online panel provider