International Post Corporation

DPDgroup analyses pandemic-influenced e-shopping behaviour in Europe

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Given drastic shifts in product category preferences, greater momentum in conscious consumerism and 15 million new e-shoppers in 2020 vs 2019, Covid-19 has transformed e-commerce, offering new opportunities to retailers and e-tailers.

"Every year since 2016, the DPDgroup e-shopper barometer report has offered significant insight into the evolving e-commerce industry, revealing market trends and shedding light on the latest tastes and behaviours of Europeans who buy online. Faced with the Covid-19 health crisis, which radically altered the daily lives and habits of billions of people around the world, DPDgroup took a close look at the sweeping effects that the crisis had on e-tailers and e-shoppers alike."

Jean-Claude Sonet, DPDgroup's Executive Vice-President in charge Marketing, Communication and CSR Director, DPDgroup.

Key take-aways:

Food, formerly a niche product, has dethroned fashion and shoes as the category that e-shoppers purchase the most often. In response to strict lockdown and quarantine measures, consumers turned to e-commerce for groceries as well as ready-to-cook and ready-to-eat meals.

An omnichannel approach has become an essential ingredient in the success of e-tailers, obliging them to develop an online offering and appropriate delivery methods (e.g. Click & Collect) to continue selling their merchandise during the health crisis.

The desire to set a time for delivery is very important to buyers, as it meets new needs in post-pandemic lifestyles such as home office life. Next-day delivery continues to grow in popularity, especially for perishables. Contactless delivery as well as multiple delivery choices are also key.

Among the recent adopters of online buying is a new e-shopper persona, the senior e-shopper, whose rise creates what DPDgroup has dubbed "super stretch e-commerce," i.e. the remarkable differences in shopper profiles that the industry must stretch itself to serve, from millennials to seniors, experts to novices.

Sustainability must be an active constant for

all e-commerce players as e-shoppers continue to seek eco-friendly products and services while expecting e-commerce websites and brands to do their part in reducing their carbon footprint.

Source: Le Groupe La Poste

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