

Consumer preferences in eCommerce 2020

In a year full of challenges, ecommerce has been a saving grace for many retailers. But when shopping online became a necessity, not a choice, how did consumer expectations and preferences change?

Magento carried out a survey of 7,046 consumers across Europe, The Middle East and Africa to understand how their shopping behaviours have changed in the past 12 months. Here's what we discovered.

Shopping habits have changed



What makes consumers spend more?



What do consumers want now?

54% say that the pandemic has changed their expectations of online shopping



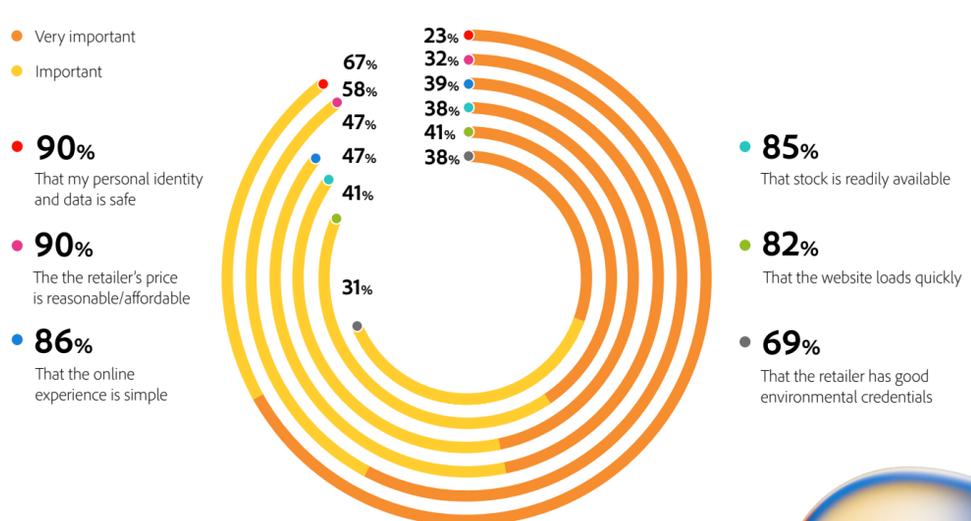
Minimise friction



Planning and prices



Importance of the following when online shopping



About the research

This research was carried out in partnership with Loudhouse in October 2020. We interviewed 7,046 global consumers to understand how their online shopping behaviours have changed in the past 12 months. This included respondents from 13 regions from a range of age groups.



About Magento Commerce

Magento Commerce, which powers Adobe Commerce Cloud, is the leading eCommerce platform for brands of all sizes that support B2B, B2C and B2E use cases. Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions, integrating digital and physical shopping experiences and powering \$155 billion in gross merchandise.

Adobe Commerce Cloud, part of Adobe Experience Cloud, makes every brand interaction personal and every experience shoppable. Built on Magento Commerce, Adobe Commerce Cloud deeply integrates with Adobe Analytics Cloud, Adobe Marketing Cloud and Adobe Advertising Cloud.

Tailored to the needs of global B2C and B2B companies to support multiple brands, sites and countries and to orchestrate commerce across every channel, Adobe Commerce Cloud provides a highly customisable and scalable end-to-end platform to manage, personalise and optimise the commerce experience across every touchpoint. Adobe is changing the world through digital experiences.

For more information, visit www.adobe.com