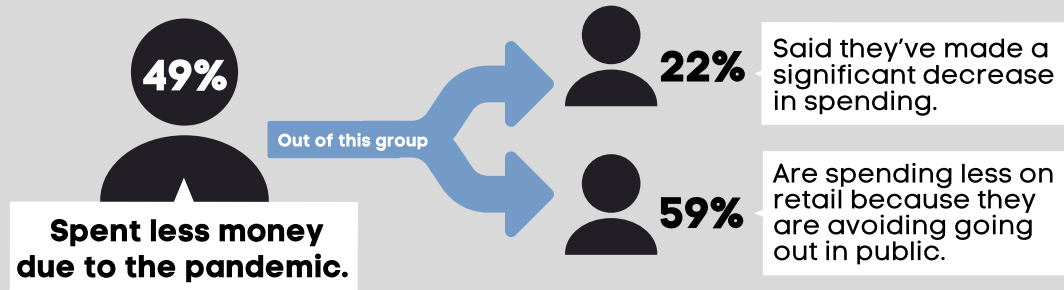


NEW CONSUMER SHOPPING PATTERNS

And How The Supply Chain is Affected

CONSUMER SHOPPING PATTERNS

Consumers have made a dramatic shift. **88%** of consumers report their shopping habits have changed due to the pandemic.



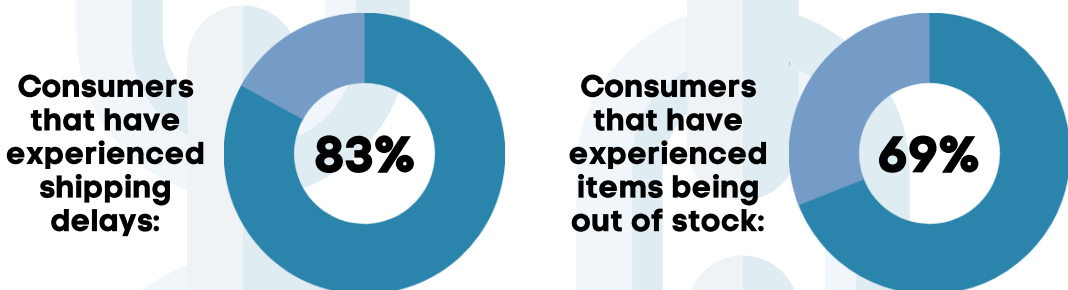
Retail Therapy

60% of consumers say that they're practicing retail therapy during isolation. The most popular items with these consumers include:



SUPPLY CHAIN EFFECTS

The rush to online shopping has stressed the supply chain. Most sellers have experienced a huge shift to e-commerce orders as a result of current conditions.



Shipping Delays

Retailers are taking an average of 1.5 days longer than normal to fulfill orders.



Large Format Items

The average time to fulfill large item orders has more than doubled since March 2020 to an average of **68 hours**.

SHIFT IN CONSUMER LOYALTY

Inventory availability currently overtakes brand loyalty. Consumers shopping online, in-store, or both, are experiencing an increase in out-of-stock products. This has resulted in a preference for availability over brand loyalty.



Don't get lost in the process, make sure you are informed on the latest updates to remain compliant with Customs. TRG is proud to be your source for industry news and updates. We know the process of importing in the United States can be confusing, so let us make it easier.

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