

SALSIFY | Guide

2020 Holiday Shopping **Post-Mortem Report**

What Happened — and What's Next
for Commerce in 2021?



Cyber Week 2020 Predicts 2021 Trends

The coronavirus pandemic has dramatically accelerated the adoption of ecommerce. As such, 2021 is looking like it will be a banner year for shopping online. This report shows how ecommerce advanced 2020 holiday shopping results, explores some of the critical drivers of this growth, and gives you the next steps to ride a wave of online shopping to success in 2021.




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COVID-19 Accelerated the Adoption of Ecommerce

With shoppers stuck at home due to lockdown restrictions and store closings, they turned to shopping online to get their essentials. What was in doubt was whether or not they would continue this with holiday shopping, as some believed spending would contract to conserve income. 2020 holiday shopping results confirm otherwise.

Adobe predicted [holiday ecommerce sales growth of 33%](#) to reach \$189 billion. Emarketer confirmed that [ecommerce grew 32.4% in 2020](#), and they predict a compound annual growth rate (CAGR) between 2020 and 2021 of 16.8% versus 14.1% in the preceding two-year period.

Ecommerce Powered Big Holiday Sales

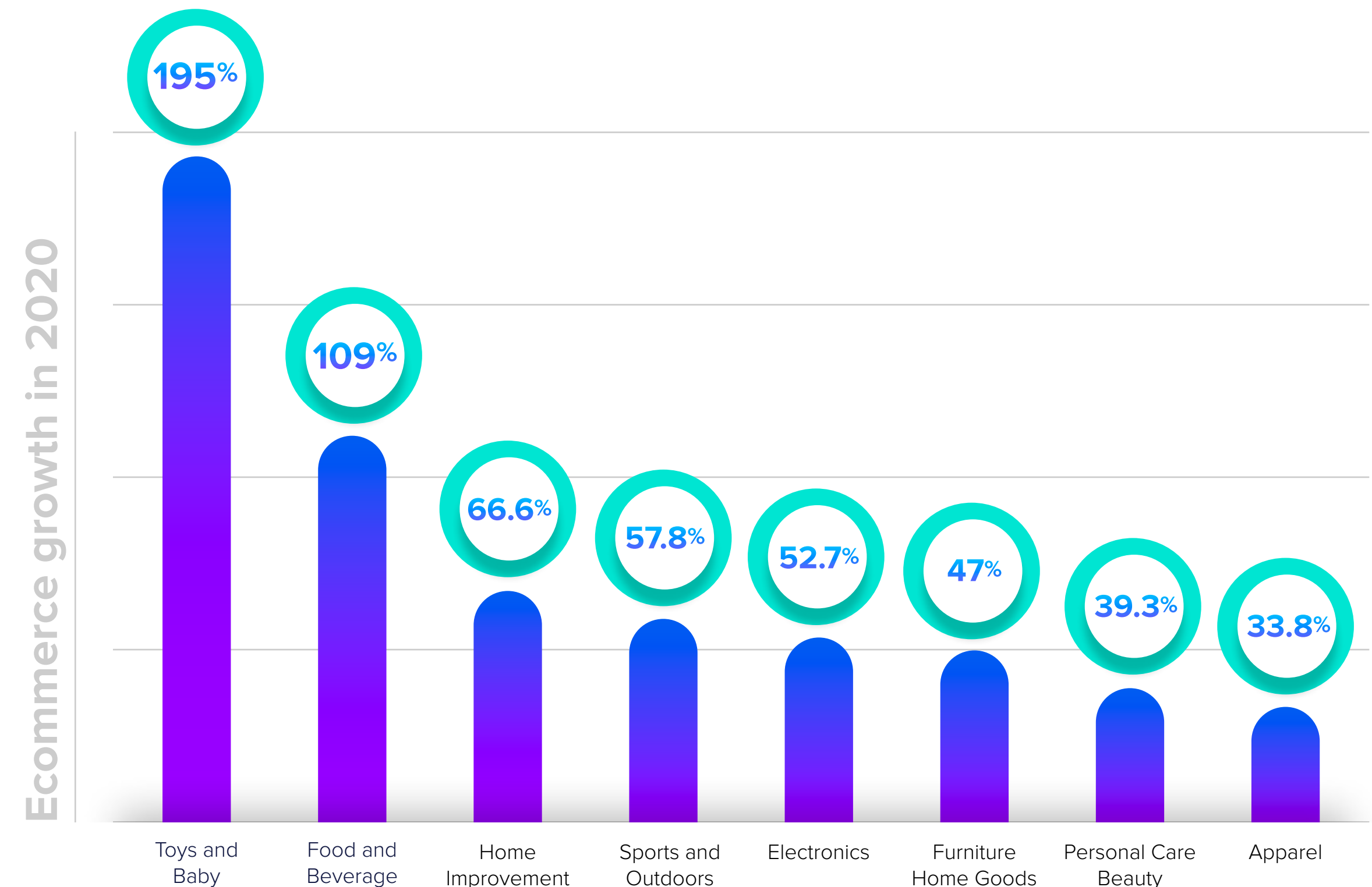
Retailers adapted their selling strategies to account for decreased foot traffic by extending sales throughout the season. This, in combination with decreased foot traffic, led to shoppers spending record amounts of money from the comfort of their homes.

Even so, the big days still produced record sales. Black Friday online sales hit \$9.03 billion, up from \$7.4 billion last year. Thanksgiving day was up 21.5% over last year, hitting \$5.1 billion. November 30, Cyber Monday, was the [largest online sales day in history](#), with at least \$10.8 billion in consumer spending (up 15%).

Online Sale Growth Extended Across Categories

While it can be tempting to write-off ecommerce growth to an anomaly of the season or a specific category, the data shows that ecommerce is increasing its penetration throughout categories.

The following forecasts by Digital Commerce360 in their [2020 “U.S. Ecommerce Market Report”](#) illustrate how the COVID-19 pandemic changed U.S. retail, shifting shopping further and further online.

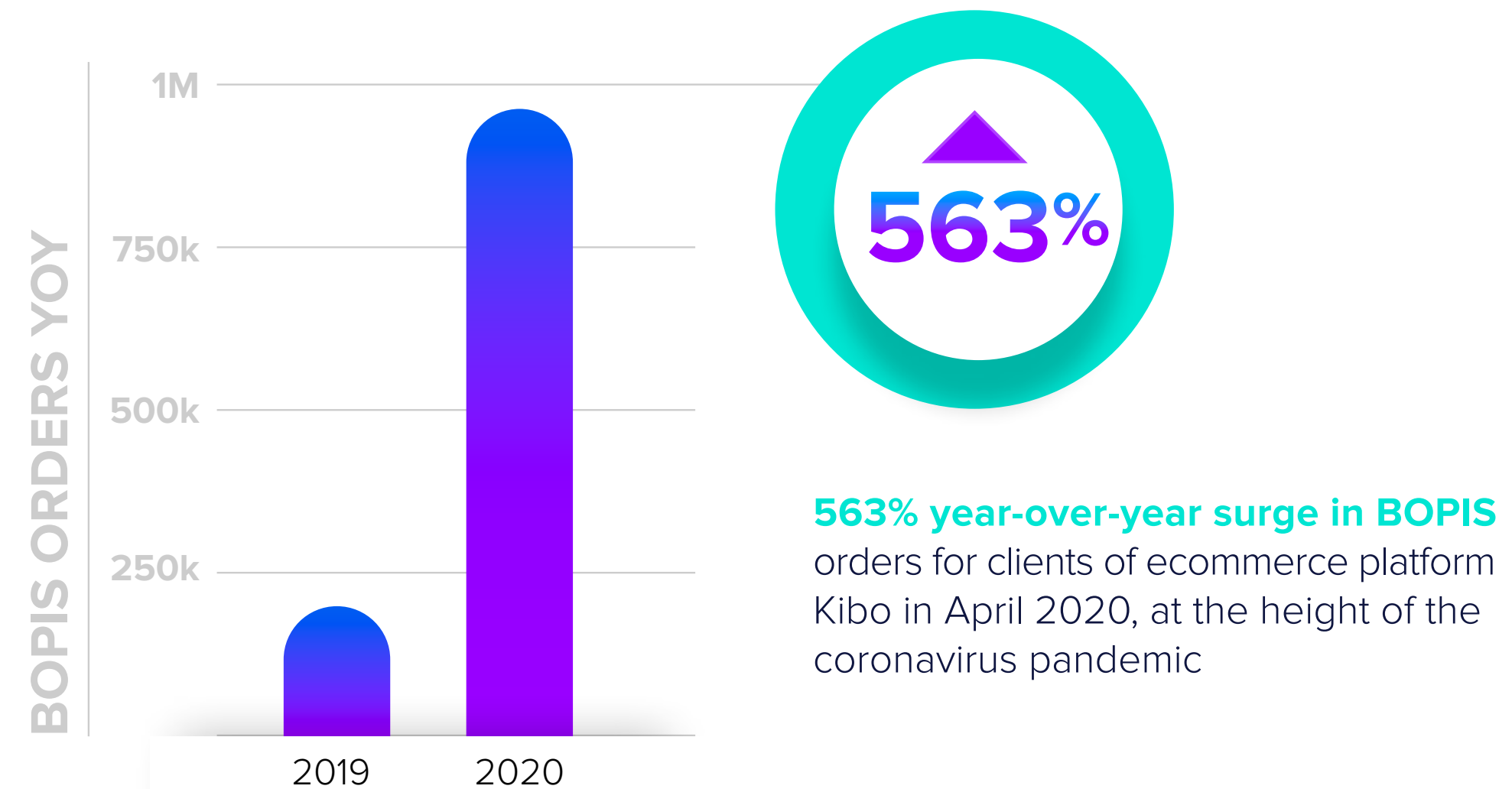


Shoppers Want **Safe, Fast, and Convenient Ways to Shop**

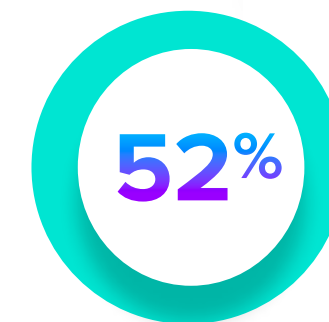
Amazon Prime free, two-day shipping — and then next-day, and then one-hour shipping — has led the way in conditioning shoppers to expect fast and convenient delivery.

Other retailers, such as Walmart and Target, have followed suit. They've fought back by leveraging their vast brick and mortar store networks to offer buy online, pick up in store (BOPIS) and curbside pickup, on top of fast, free delivery. As people avoid crowded public places, they're taking advantage of this increased flexibility offered to them.

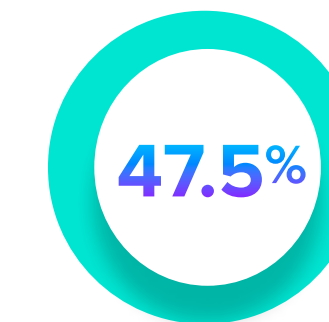
Notable digital shopping statistics for 2020:



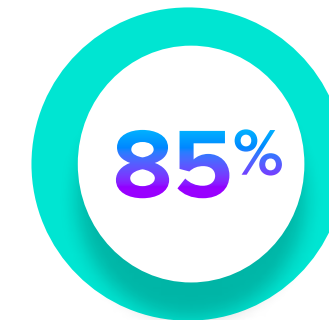
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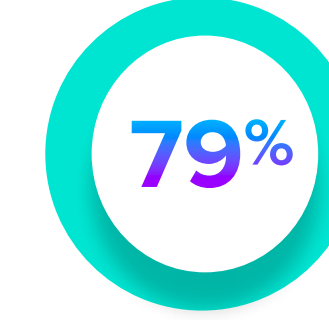
52% increase for in-store and curbside pickup on Black Friday compared to last year.



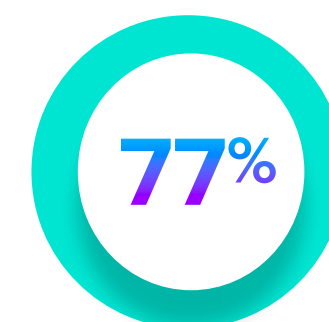
47.5% of orders placed online in May **were picked up in stores.**



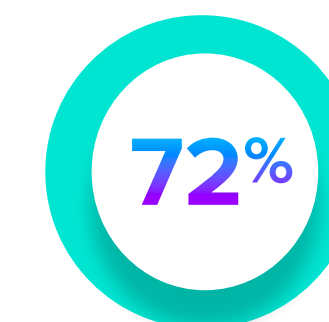
85% of shoppers increased their use of curbside pick-up since the pandemic.



79% of people who say a contactless store pickup is very important to them, **according to a study by Incisiv.**



77% of shoppers cited convenience and



72% of shoppers cited free shipping as one of their top five reasons for shopping online, **according to a Deloitte report.**

Ecommerce in EMEA is Flourishing

Ecommerce sales in Europe were worth **€717 billion** in 2020. While the full potential of EMEA is still developing, there are promising signs for the ecommerce landscape.

Investing early in these markets could provide a first-mover advantage. eMarketer predicts that Western Europe will get an **additional \$10.83 billion in ecommerce sales**. Total revenue forecasts for ecommerce in Italy are projected to increase from **€14.61 billion** in 2019 to **€22.28 billion** in 2024 — a 52% increase — according to **Casaleggio Associati** and CBRE.

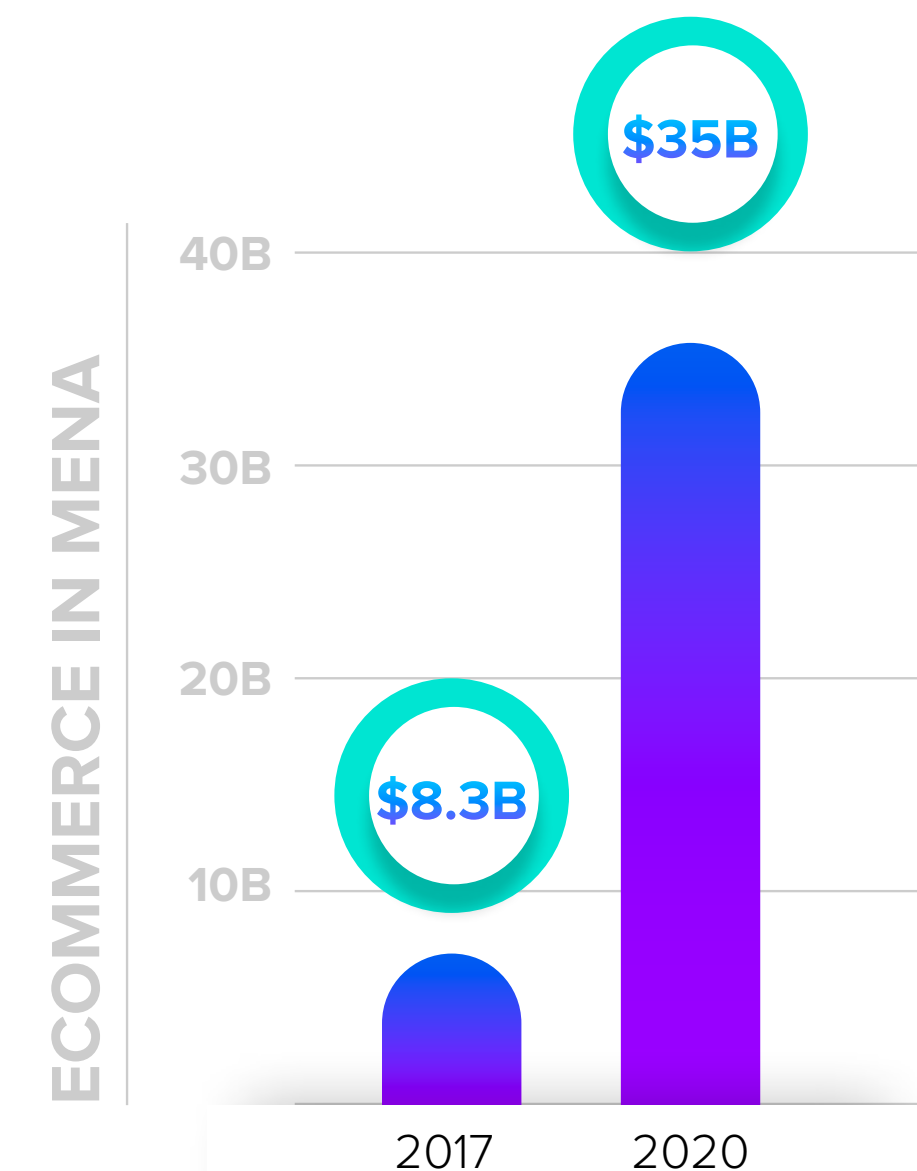
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Ecommerce sales in Europe were worth **€717 billion in 2020**

COVID is Shifting Consumers to Online in MENA

Even in less mature digital markets such as the Middle East and Africa (MENA), **COVID-19 is spurring change and growth**, with categories such as entertainment at home, fitness and wellness, child products, and personal care products leading the way in consumer intent to purchase online.

A 2017 Bain study found that **Middle East and North Africa (MENA) ecommerce was worth \$8.3 billion**, growing by 25% CAGR since 2014. Look to see further increases as shopper habits shift and markets mature. By 2023, ecommerce is expected to hit **\$35 billion**.



Entering 2021, it's helpful to take a quick look at what consumers were looking for closing out the year. Use these 2020 holiday shopping results to refine your product pages and SEO strategies.

- **People celebrated the holidays with themed clothing and decorations** (e.g., “christmas pajamas”, “matching family christmas pajamas,” and “christmas lights”).
- **Consumers stocked up on cleaning essentials with the COVID-19 pandemic still a big concern** (e.g., “toilet paper”, “disinfecting wipes,” and “disinfectant spray”).
- **Shoppers made their homes more comfortable for the longer periods of time they’re spending in them** (e.g., “electric fireplace”, “curtains,” and “area rugs”).
- **People invested in entertainment as the pandemic has interrupted live music, events, and other fun outside the home** (e.g., “65 inch tv”, “gaming pc,” and “board games”).
- **Consumers worked out at home to remain healthy during reduced access to gyms and travel** (e.g., “treadmill”, “dumbbells,” and “exercise bike”).

Product Category	Top 10 Unbranded Search Terms
Apparel	mens sweatpants, christmas pajamas, family christmas pajamas, mens socks, womens sweatpants, pajamas for women, mens jeans, matching family christmas pajamas, womens slippers, mens underwear
Consumer Goods	toilet paper, paper towels, disinfecting wipes, paper plates, laundry detergent, disinfectant spray, toilet bowl cleaner, napkins, batteries, dish soap
Electronics	tv, laptop, printer, laptops, tablets, smart tv, desktop computer, 65 inch tv, gaming pc, gaming laptop
Food and Beverage	candy, cereal, coffee, cookies, eggs, sugar, snacks, peanut butter, halloween candy fun size, chips
Furniture and Home Goods	curtains, desk, christmas lights, rugs, christmas ornaments, tv stand, area rugs, microwave, mini fridge, air fryer
Home Improvement	heater, space heater, air purifier, extension cord, humidifier, shower head, electric fireplace, fan, space heaters for home, storage shelves
Personal Care and Beauty	hand soap, hand sanitizer, body wash, shampoo, alcohol 70, vitamin c, toothbrush, heating pad, zinc, hand sanitizer
Pets	dog toys, dog food, cat food, cat litter, dog treats, dog bed, dog sweaters, cat toys, dry cat food, dog crate
Sports and Outdoors	treadmill, bikes, dumbbells, trampoline, tent, bike, weights, bicycle, exercise bike, basketball hoop
Toys and Baby	hoverboard, electric scooter, baby dolls, toys for girls 3-6 years, board games, scooter, games, diapers, baby wipes, car seat

Methodology

Using proprietary Salsify data, we extracted the most popular product search keywords for the 2020 holiday shopping periods, defined as Oct. 1, 2020, to Dec. 25, 2020, across Walmart.com. We collected the top search terms that appeared during both periods across multiple categories.

Omnichannel Commerce **Will Continue to Rise in Importance**

How are you ensuring that people can have a seamless shopping experience no matter where, when, or how they shop? Shoppers will continue to rely on options like BOPIS, curbside pickup, and fast shipping in combination with easy-to-use mobile shopping.

Marketing and Commerce **Will Converge**

Social commerce, new, high-tech, clean, and engaging mall and store formats, and the expansion of omnichannel commerce will enable brands and shoppers to reach and interact with each other in innovative ways.

More Shoppers Will Adopt **Innovative Ways to Pay**

With the advent of buy now, pay over time options like Affirm, and the expansion of subscriptions like Apple One, many shoppers will take advantage of these offerings to better manage their budgets and gain faster access to premium offerings.



Create **Engaging Content**

Improve the experience for shoppers searching for your products online. For example, enhanced content, which includes videos, image galleries, comparison charts, and more, can help shoppers find the information they need to make a final buying decision. Enhanced content can also help increase conversion by an average of between 10%-36% across product categories, according to internal Salsify data.

Be **Fast and Agile**

You must move faster than your competition to capture sales and market share. Use tools that give your ecommerce team the critical edge to create, manage, and update product content quickly — across every priority channel. An integrated commerce experience management platform can provide the power to meet customer demands and foster a competitive market advantage.

Optimize to **Ensure Discovery**

Listen to your shoppers. Reflect on the top search trends that are relevant to your business, and optimize your product pages with them.

A successful 2021 requires preparing for shoppers and rapidly improving as the year moves forward. When your team can manage, activate, and optimize product content with agility, they can effectively engage more shoppers at scale to meet their demands — and have a successful 2021.

Embrace **Digital Transformation**

Ecommerce, with all of its online shopping channels and challenges is here to stay and is growing rapidly. While change can be hard, it's necessary — so start the conversation early.

Now is the time to help your team adapt to the future of commerce by enabling them with the people that think big and take action, the processes that scale and adapt, and technology that empowers both to meet consumer demand.

About Salsify

Thousands of brands worldwide use Salsify to activate, engage, optimize, and manage their product content experiences.

[See How it Works](#)