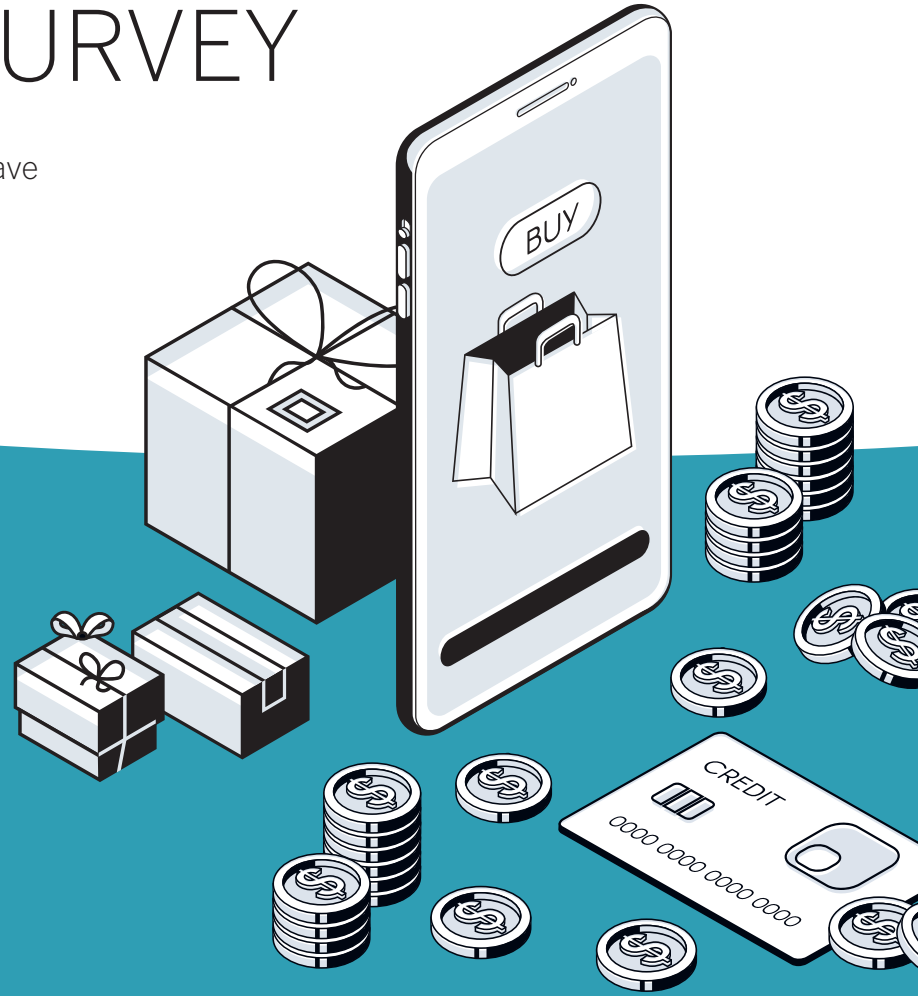


ECOMMERCE CONSUMER SURVEY

Kenco survey finds eCommerce giants leave room for smaller brands to compete with personalized, sustainable experiences.



SURGING ECOMMERCE ADOPTION HERE TO STAY

41% of consumers make online purchases once a week.

84% of consumers expect their online purchases to increase or remain the same post-pandemic.

AMAZON AND BIG BOX RETAILERS TAKE THE LION'S SHARE, BUT CREATE CONSUMER GUILT

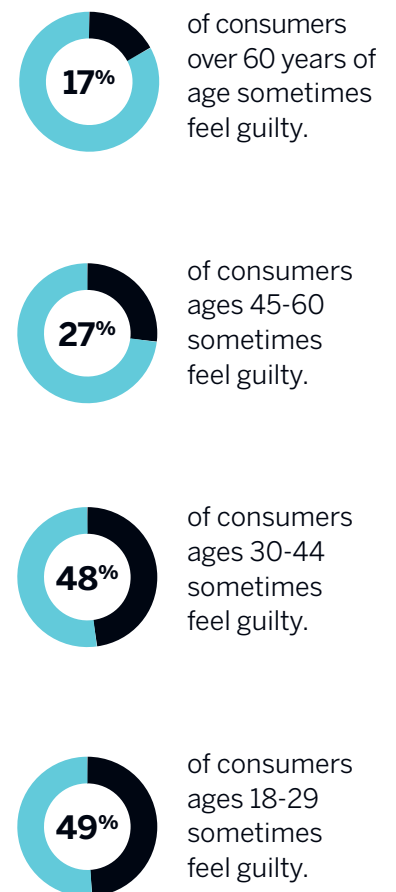
81% of consumers most frequently shop online with Amazon and other big box retailers.



36% of consumers feel guilty shopping online with Amazon and other big box retailers. Of those who feel guilty:



Feelings of guilt increase as consumer age decreases



CONSUMERS WILL WAIT FOR PERSONALIZED, ECO-FRIENDLY EXPERIENCES

While nearly half (49%) of consumers *prefer* two-day delivery, most are willing to wait longer for more personalized and sustainable products and experiences.

