

ECOMMERCE CONSUMER SURVEY

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

SURGING ECOMMERCE ADOPTION HERE TO STAY

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purchases once a week.

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.



39% ranked price as their number one reason.

24% ranked ease of use (website, mobile app, etc.) as their number one reason.

21% ranked availability of products as their number one reason.

36% of consumers feel guilty shopping online with Amazon



Feelings of guilt

of consumers over 60 years of age sometimes feel guilty.

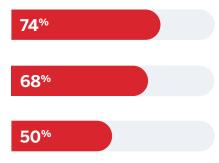
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of consumers ages 45-60 sometimes feel guilty.



and other big box retailers. Of those who feel guilty:



74% feel they're taking away from small businesses.

68% feel they're contributing toward unsustainable practices involved in packaging, manufacturing, and labor.

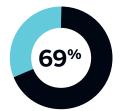
50% feel they're not supporting more socially responsible companies (ethical, minority-owned, environmentally conscious, etc).

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.



74% of consumers are likely to wait longer for more personalized products and experiences from smaller, unique brands.



69% of consumers are likely to forgo faster deliveries for sustainable options (grouping orders, combining with other orders on the same route, etc.).



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