



**COUPON FOLLOW**

# Commerce During COVID

Report on E-Commerce and Discount Shopping Trends

[couponfollow.com/research](https://couponfollow.com/research)

# INTRODUCTION

As the world is reshaped by the COVID-19 pandemic we analyzed the consumer trends witnessed over the two month period from mid-March to mid-May.

In this report, we examine the shopping, spending, and saving habits of Americans during a time where the vast majority were under shelter-in-place or similar orders. We explore how this is impacting the evolution of online commerce and the future of retail.

We continue to hope everyone stays safe and remains in good health during this time.



# METHODOLOGY

For this report, we polled 1,199 adults aged 18+ from all over the United States.

Representing a broad economic scope, with an annual household income ranging from 0-\$200,000+, participation was almost evenly split amongst respondents who identify as male or female (45% and 55%, respectively).

The data was collected in May of 2020. Data was not weighted to be nationally representative, and results were not tested for statistical significance. The survey was conducted online. Data is for exploratory purposes. All results are self-reported.

Google Trends and Cently.com browser extension data were used as a supplemental source.



# KEY TAKEAWAYS

1

**Online shopping has risen substantially as a consequence of shelter-in-place mandates.**

The vast majority (95%) of Americans surveyed were forced to shelter-in-place and many now do the majority of their shopping online—shifting even traditional in-store purchases like groceries to digital.

Data suggests 59% of respondents are shopping online more often now than prior to the pandemic.

2

**The hunt for promotions is on the rise as a result of the COVID-19 pandemic.**

Constrained budgets and limited ability to shop brick-and-mortar has led to a massive spike in search for digital promo codes.

Our data suggests consumers are becoming increasingly reliant on digital discounts.

3

**As many have lost jobs, Buy Now, Pay Later (BNPL) options are becoming more popular.**

As American consumers start to conserve cash and stretch credit card limits, they've looked to deferment and split payment options to help their current cashflow situation.

Our data suggests 21% have used Buy Now, Pay Later services, and as many as 1 of 3 cited not being able to pay bills as a reason.

## PART ONE:

COVID-19 Impact on  
Shopping Habits

## PART TWO:

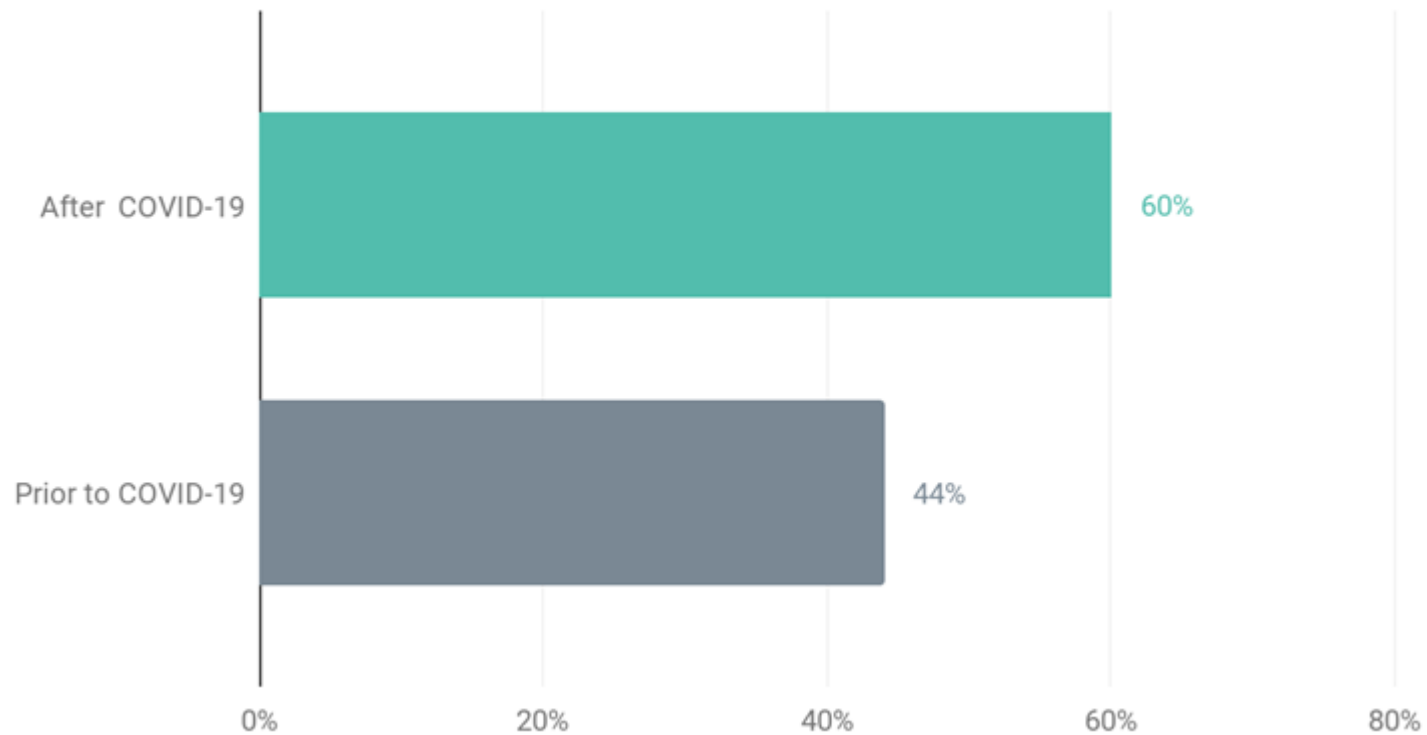
Coupon and Discount  
Behaviors

## PART THREE:

Usage Habits of “Buy  
Now, Pay Later” Services

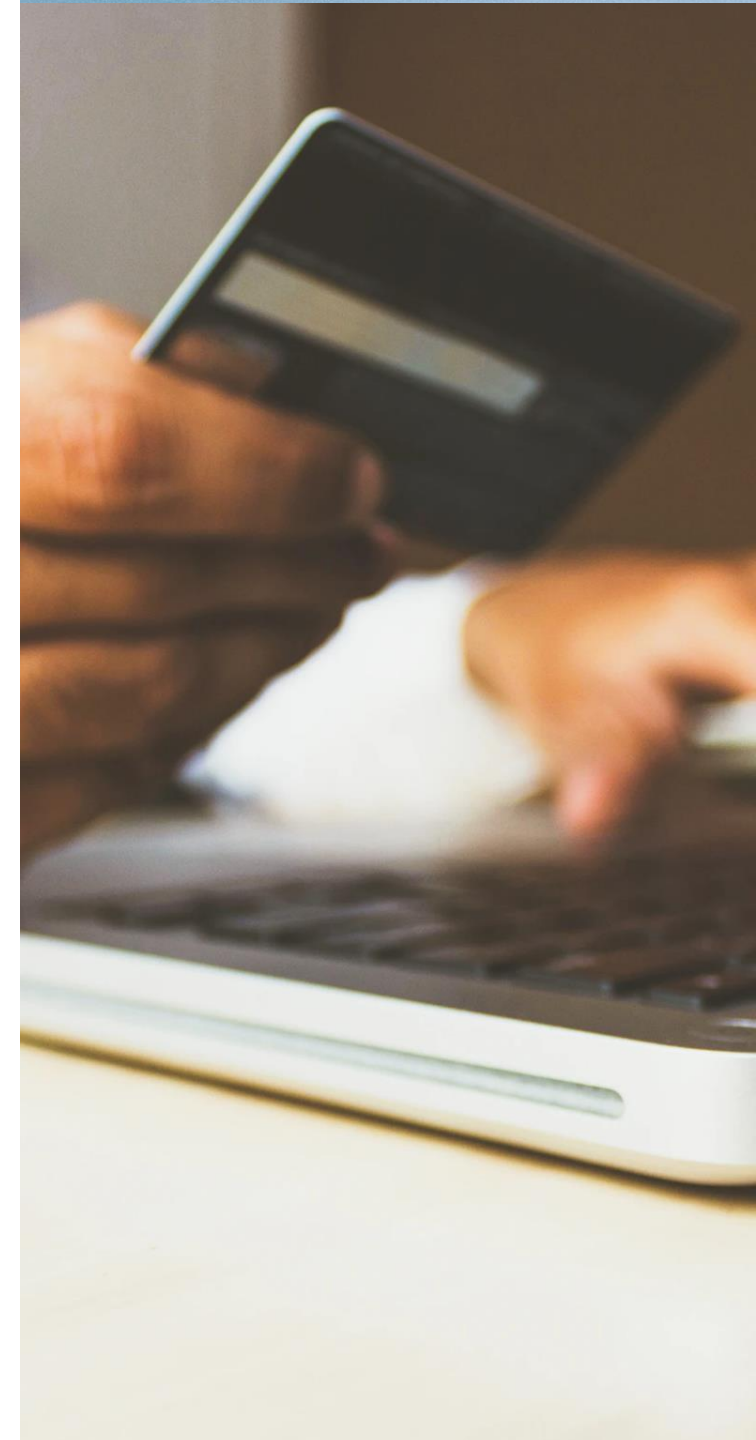
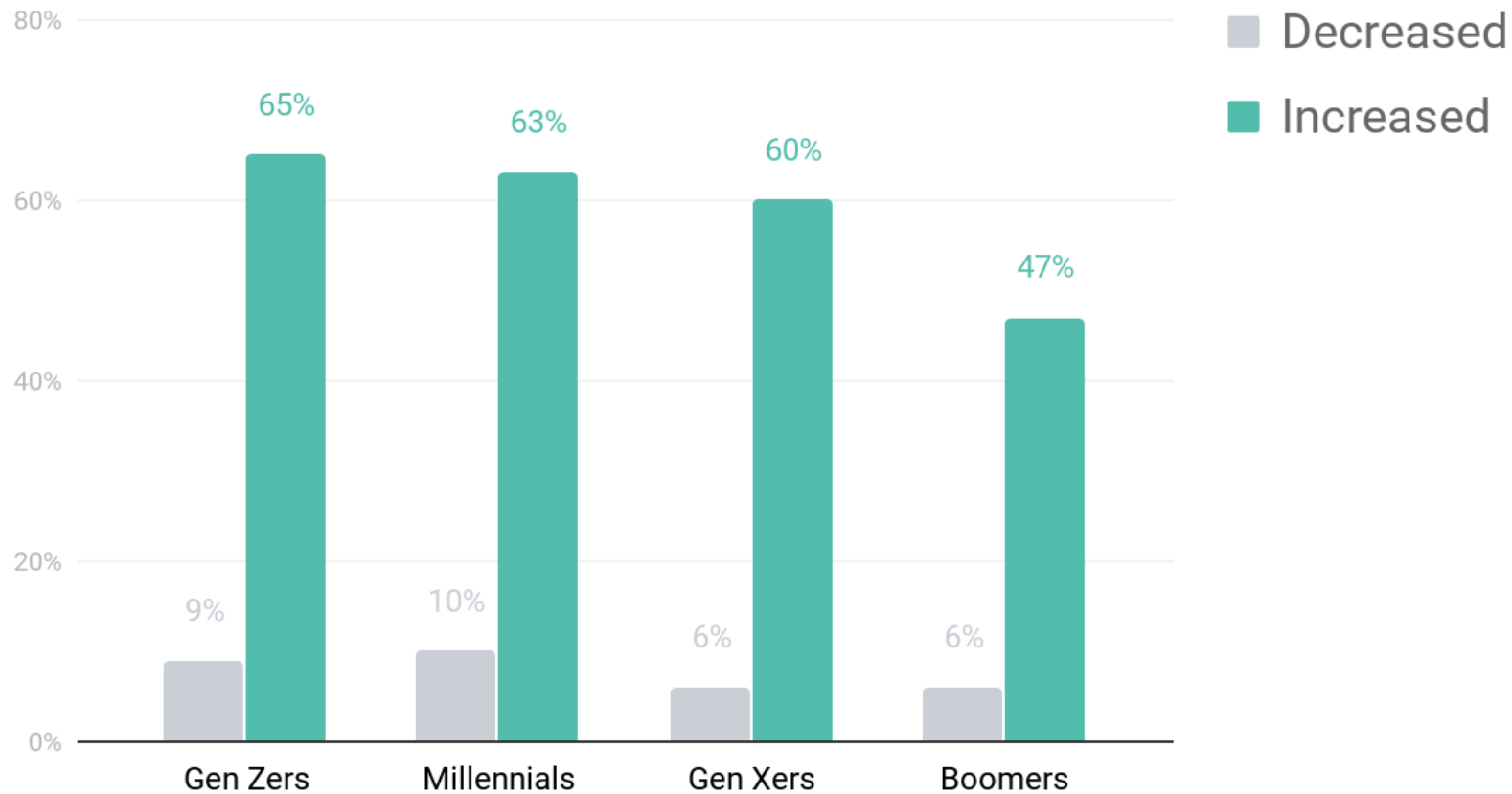
Since COVID-19, shoppers are now doing more of their overall shopping online compared to in-store; On average 60% is now online compared to 44% before the pandemic.

Percent Of Overall Shopping Performed Online



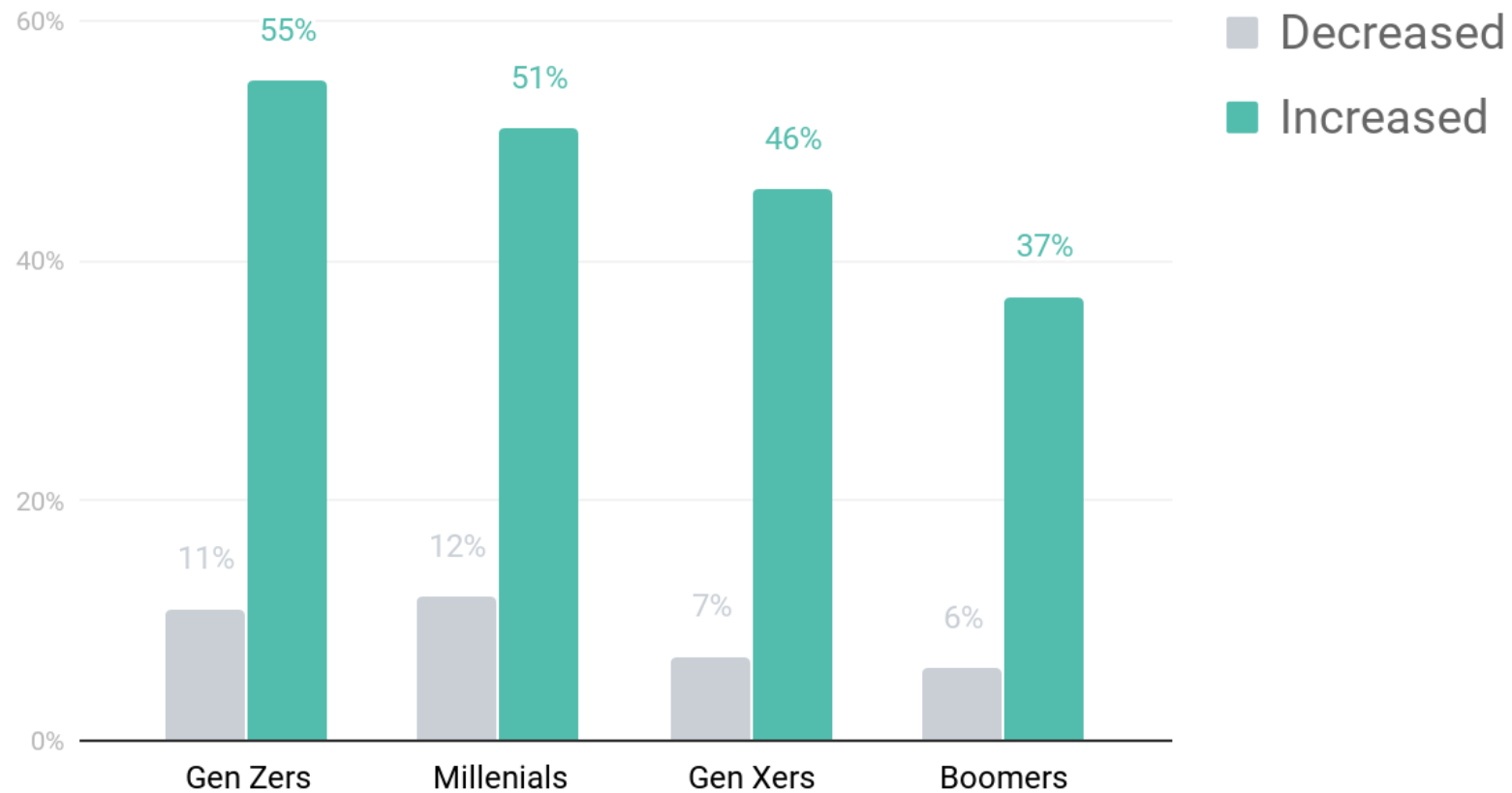
Since COVID-19 about 59% of shoppers have increased their online shopping, especially those in the Gen-Z and Millennial generations.

Online Shopping Since COVID-19 By Generation



Since COVID-19, consumers have also increasingly relied on Amazon.com for their online shopping, particularly the younger generations.

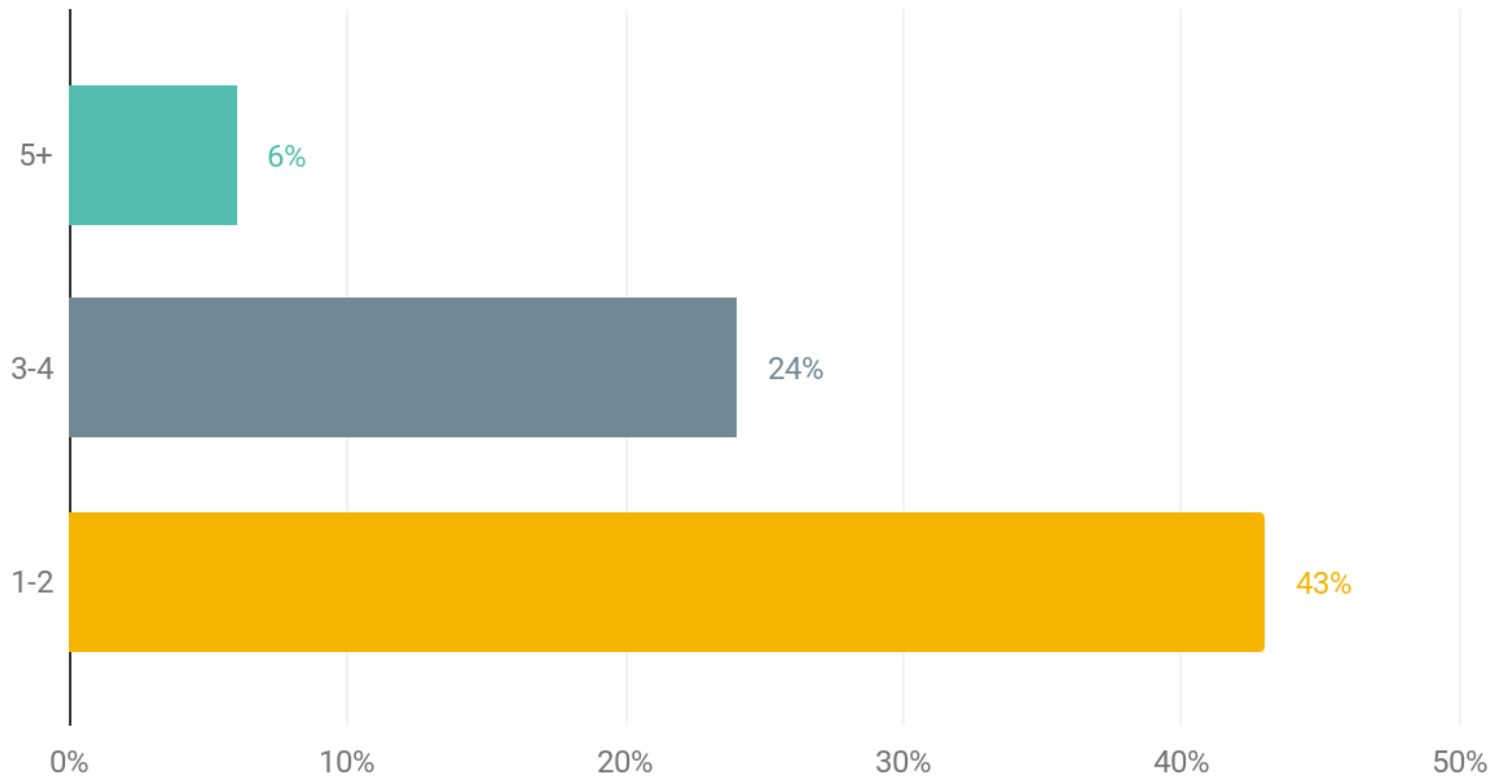
Amazon Shopping Since COVID-19 By Generation





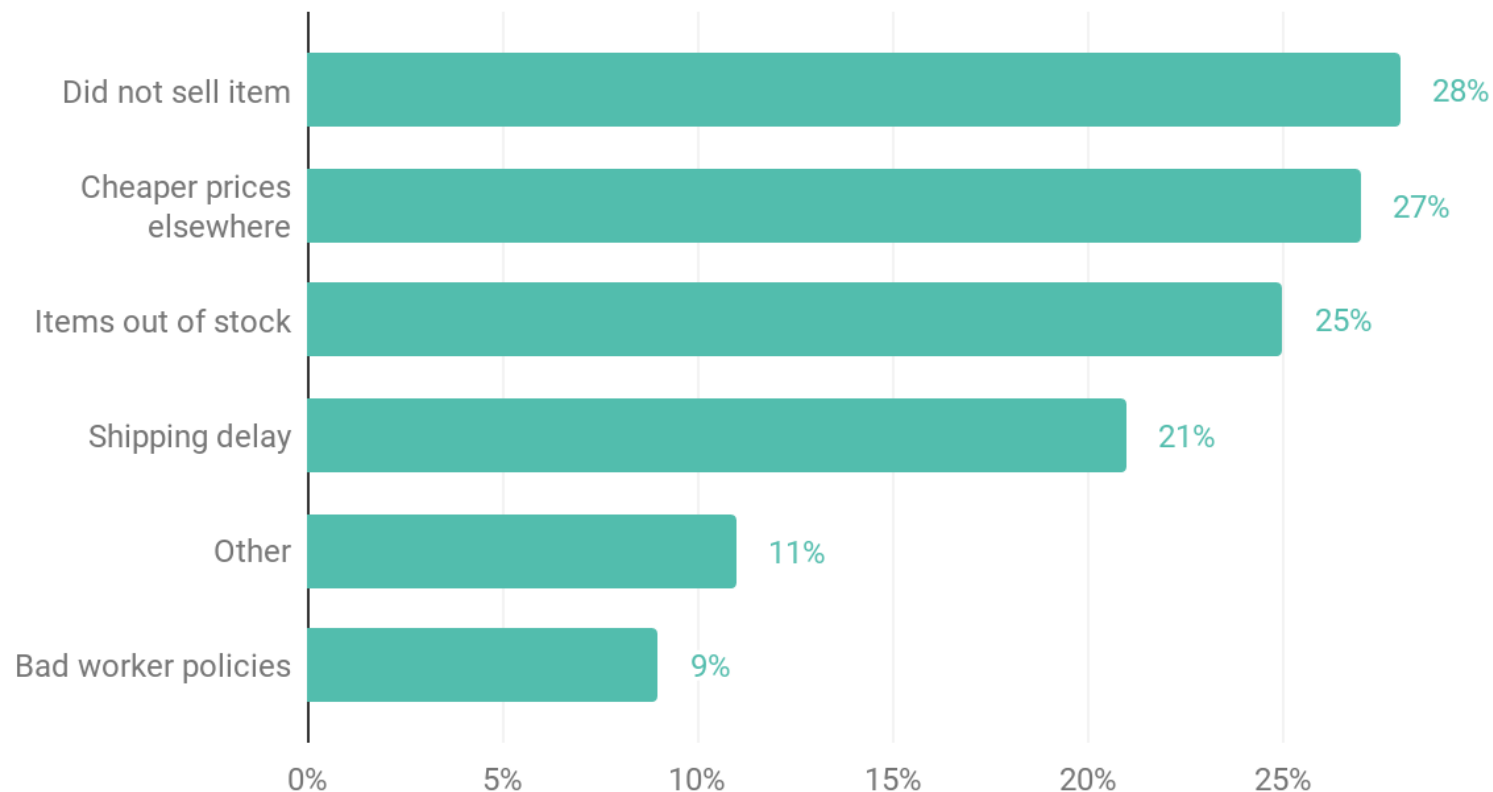
Since COVID-19, there's been an increased willingness to try new online stores. In fact, almost one in ten (9%) Millennials have shopped at 5+ new online retailers since the pandemic began

### Number of New Online Retailers Shopped At



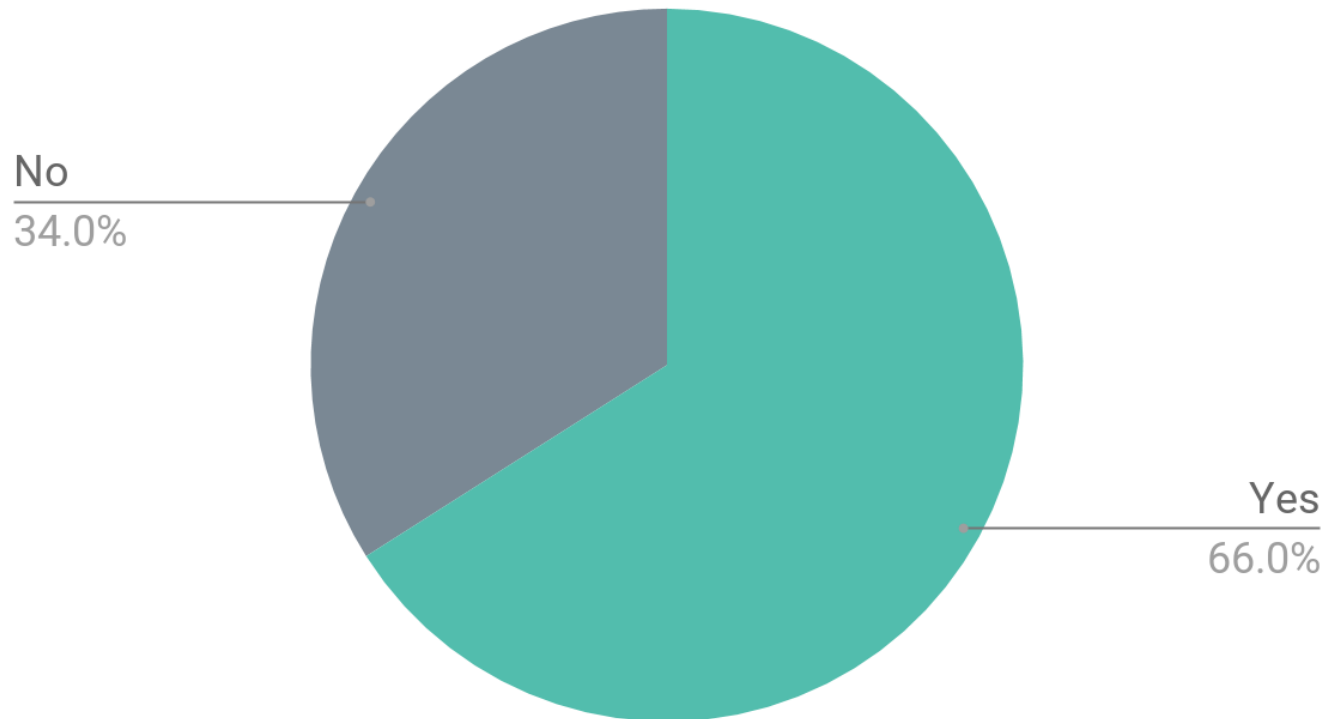
The main reasons for shoppers to choose retailers other than Amazon are: lack of availability, cheaper prices elsewhere, items out of stock, and shipping delays.

### Reasons For Shopping At Non-Amazon Online Retailers



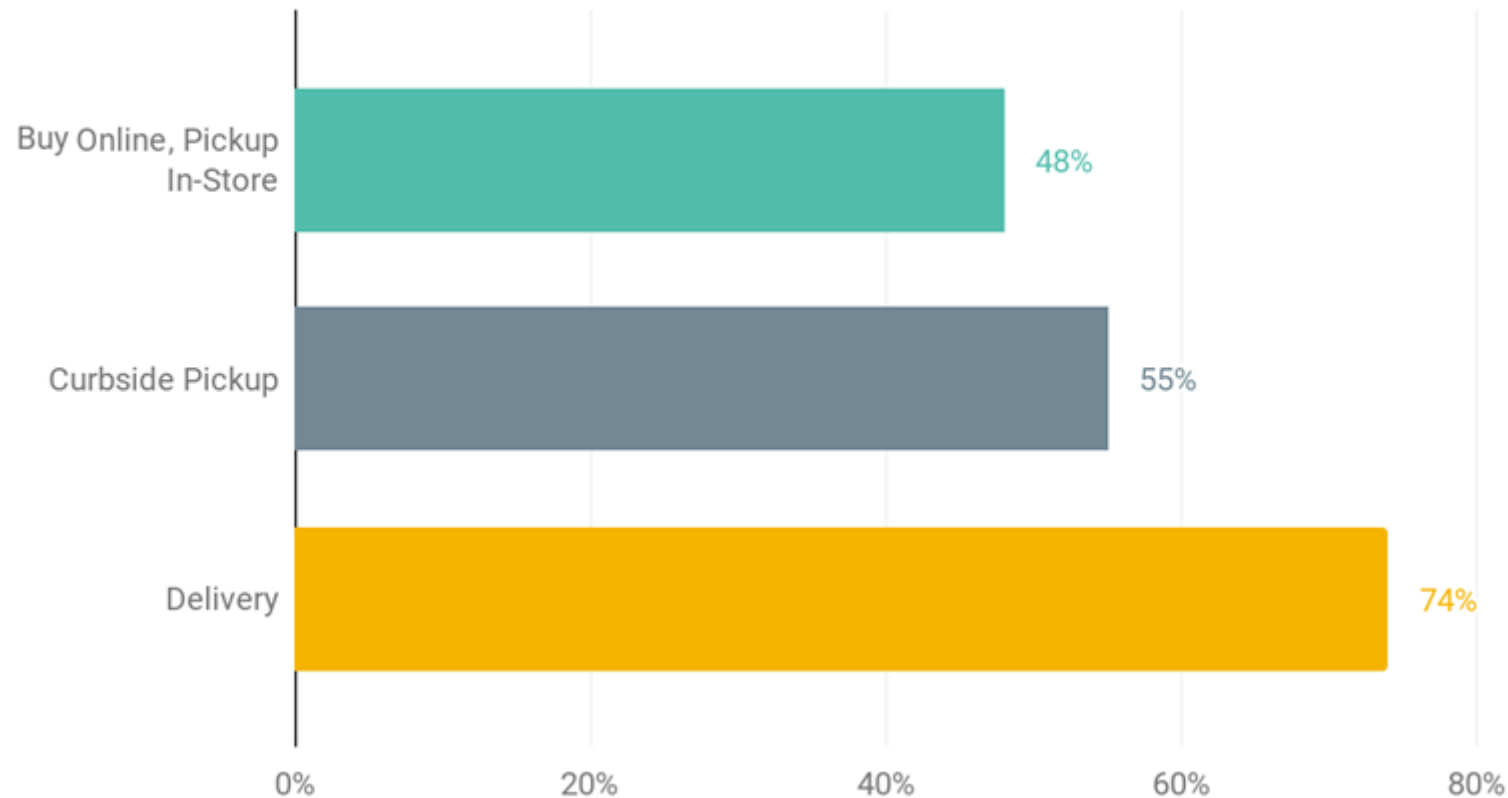
66% of consumers stated they'd be likely to continue to purchase items online that they previously bought in-store prior to COVID-19, even if in-store becomes an option again in the coming months.

### Will Continue to Purchase Online Even If Available In-Store



Almost half (48%) of surveyed consumers who've made online purchases have used Buy Online, Pickup In-Store (BOPIS) since the pandemic began.

### Order Acquisition Methods Used Since COVID-19 Began





**SHOPPING HAS SHIFTED TO DIGITAL AND MANY CONSUMERS MAY BE HESITANT TO RETURN TO TRADITIONAL IN-STORE SHOPPING**



## PART ONE:

COVID-19 Impact on  
Shopping Habits

## PART TWO:

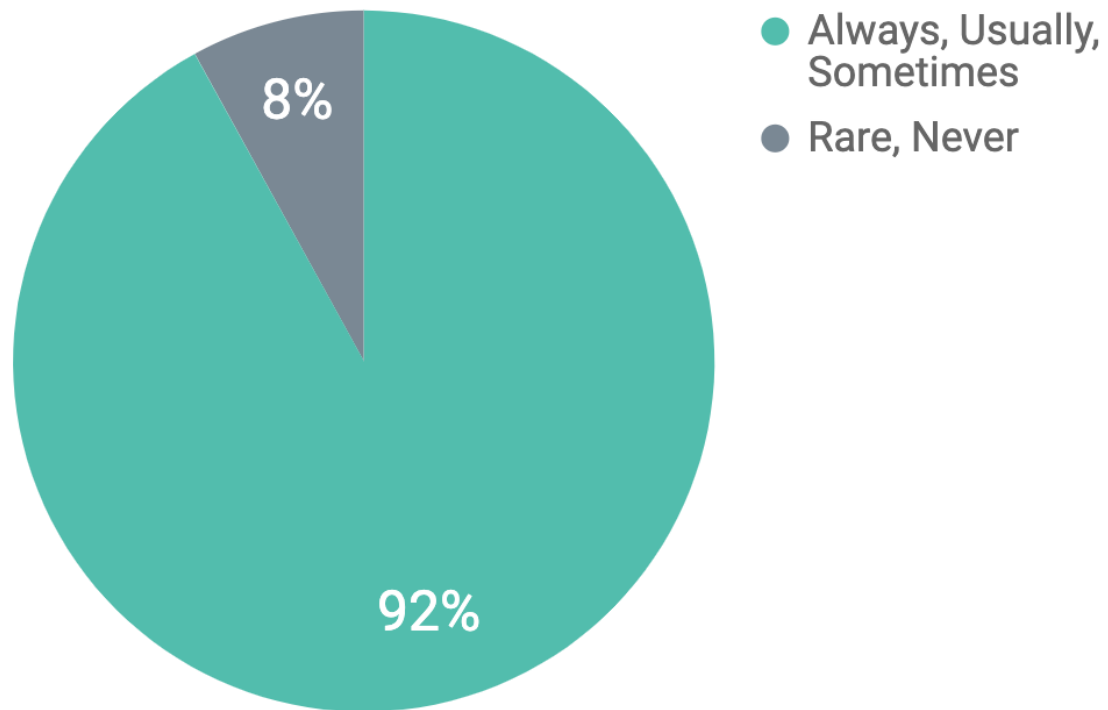
Coupon and Discount  
Behaviors

## PART THREE:

Use of “Buy Now, Pay  
Later” Services

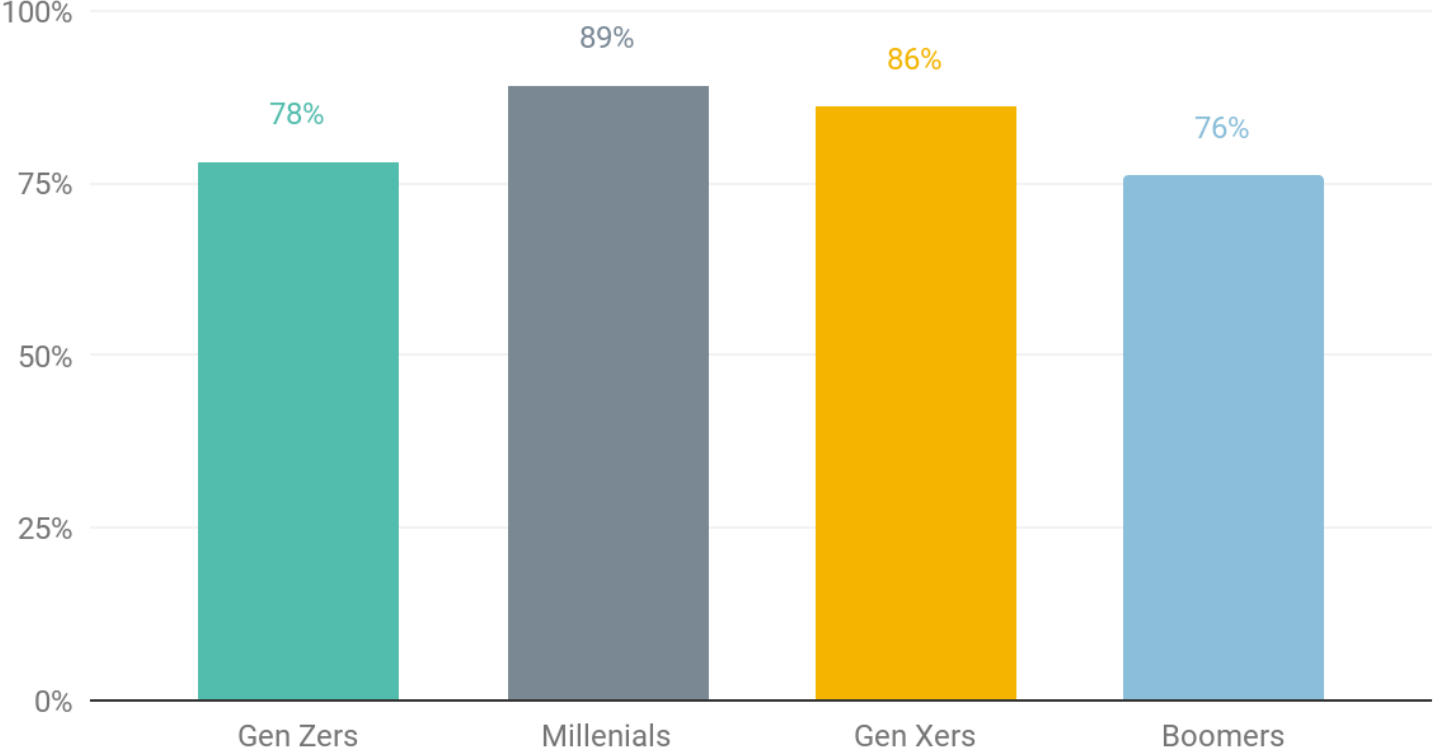
When it comes to online shopping, almost everyone is a bargain hunter now, searching for a better deal or offer before making an online purchase.

### Search For Deals/Offers Before Online Purchase



Most consumers surveyed would be much more likely to make a first-time purchase with a brand new to them if they were offered a coupon or discount; Millennials are most likely to do so with almost 9 out of 10 (89%) stating they would.

Would Try New Brand If Offered Discount/Coupon By Generation





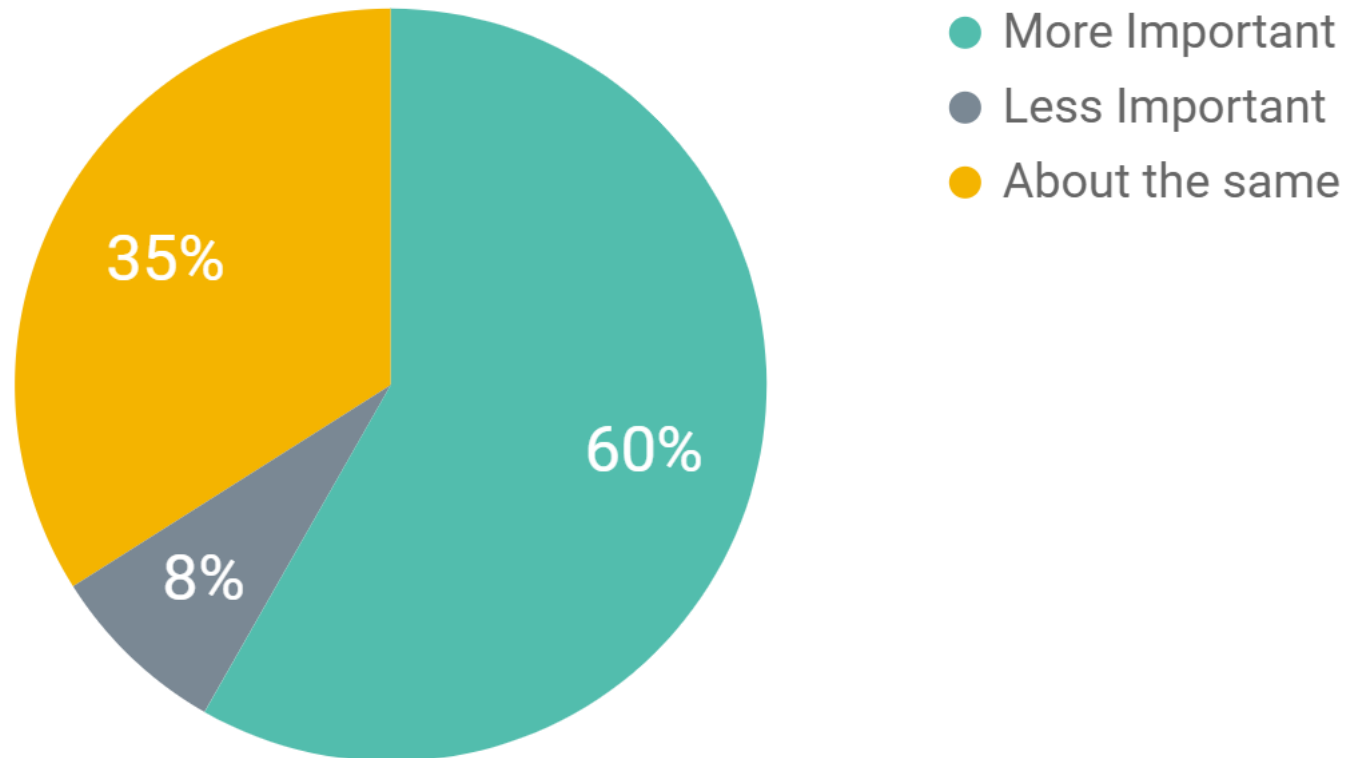
Most online shoppers now use digital coupons, in fact eight in ten respondents (81%) have used or attempted to use an online coupon code within the past year.

**Used or Tried an Online Coupon Code in the Past Year**



60% of respondents stated getting a discount when shopping online was now more important since COVID-19.

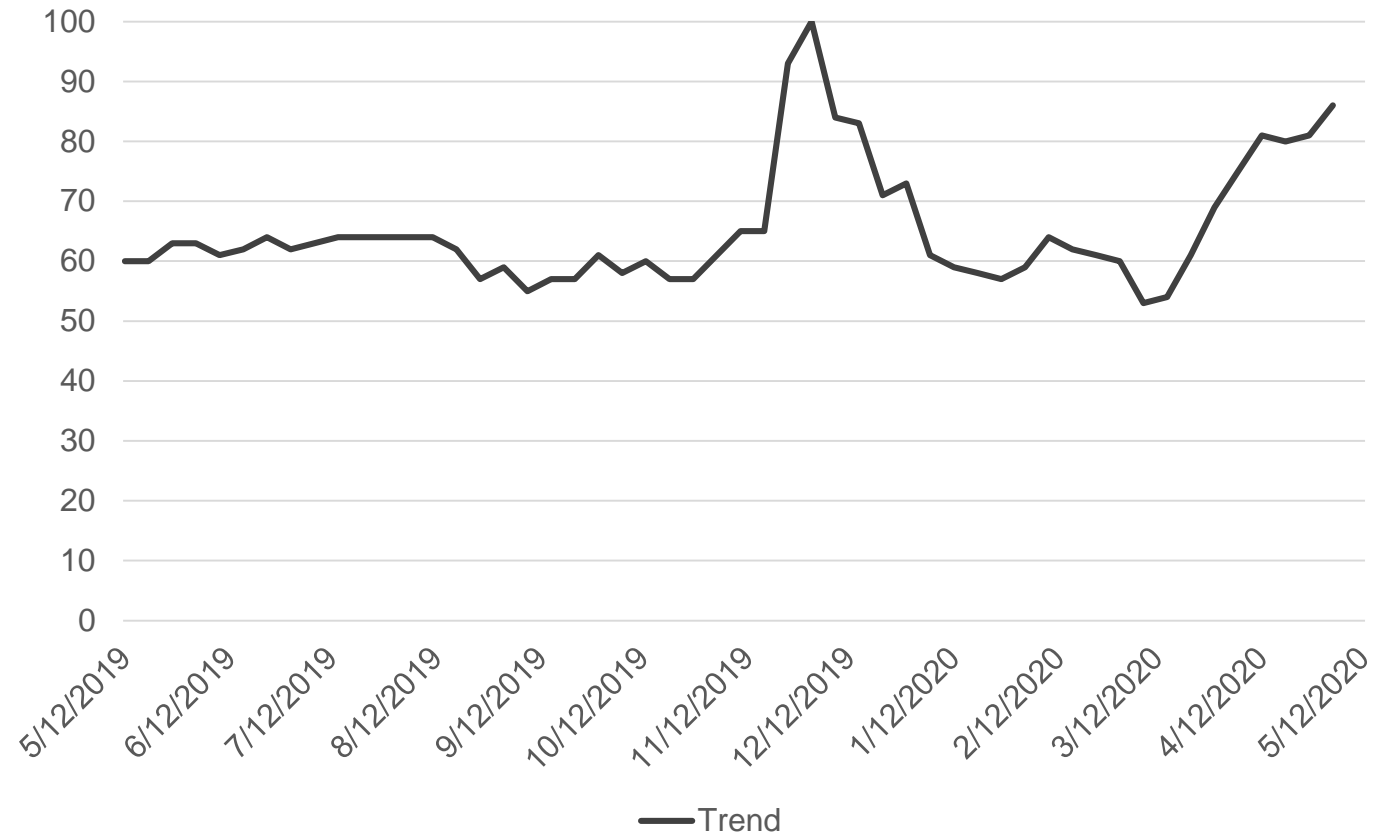
### Importance of a Discount When Shopping Online Since COVID-19

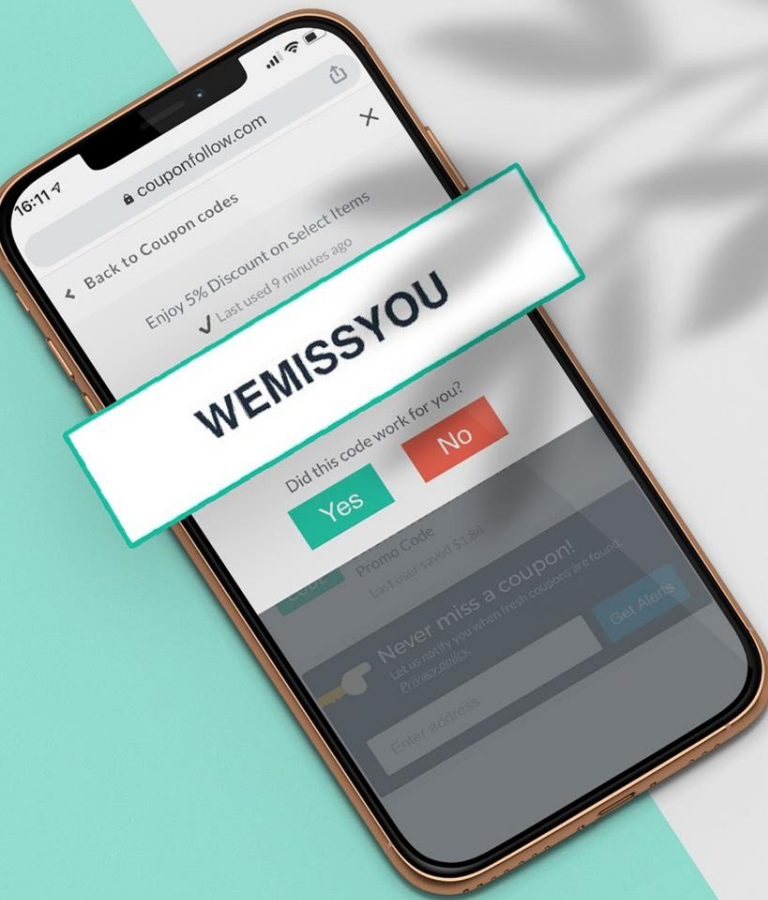




Searches for 'promo code' related phrases have drastically risen to match late stages of holiday shopping season, far surpassing the same time last year.

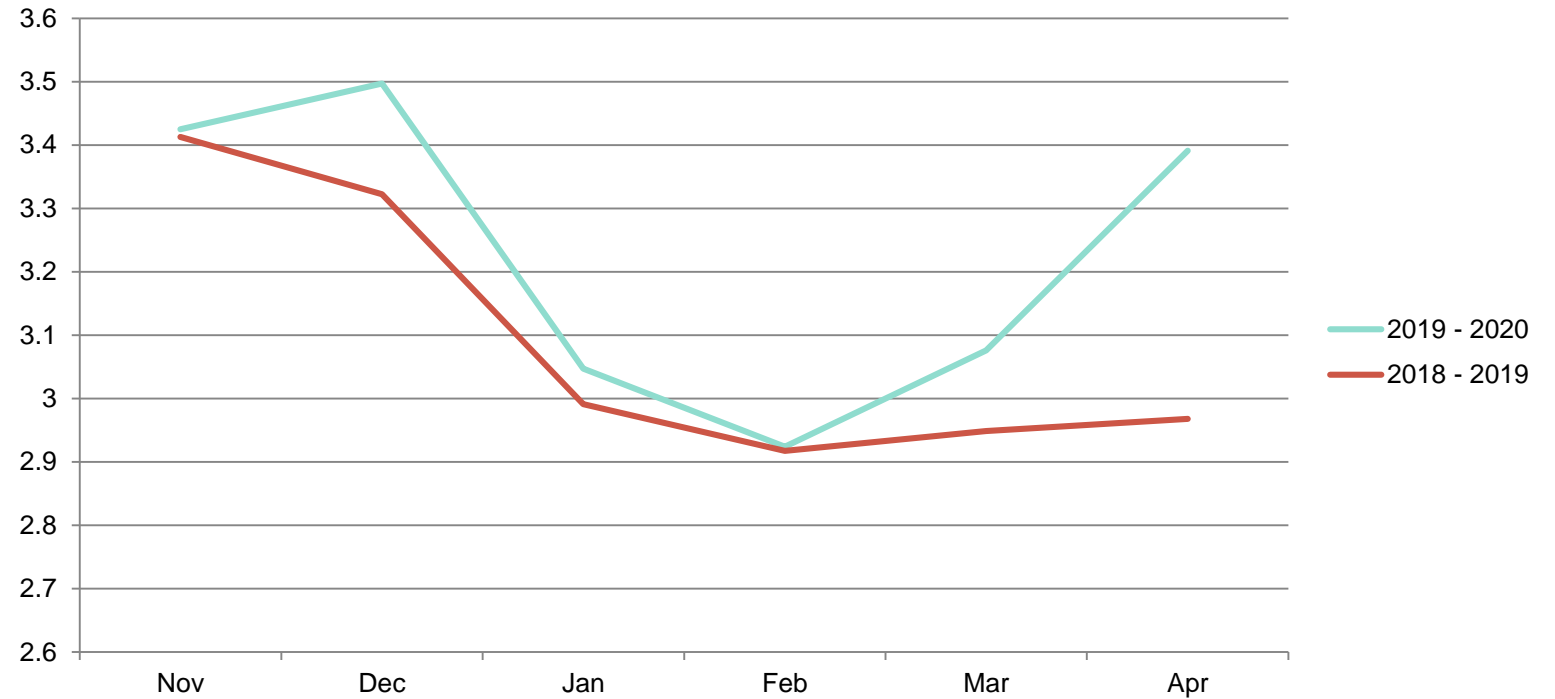
Popularity Of 'promo code' Google Searches





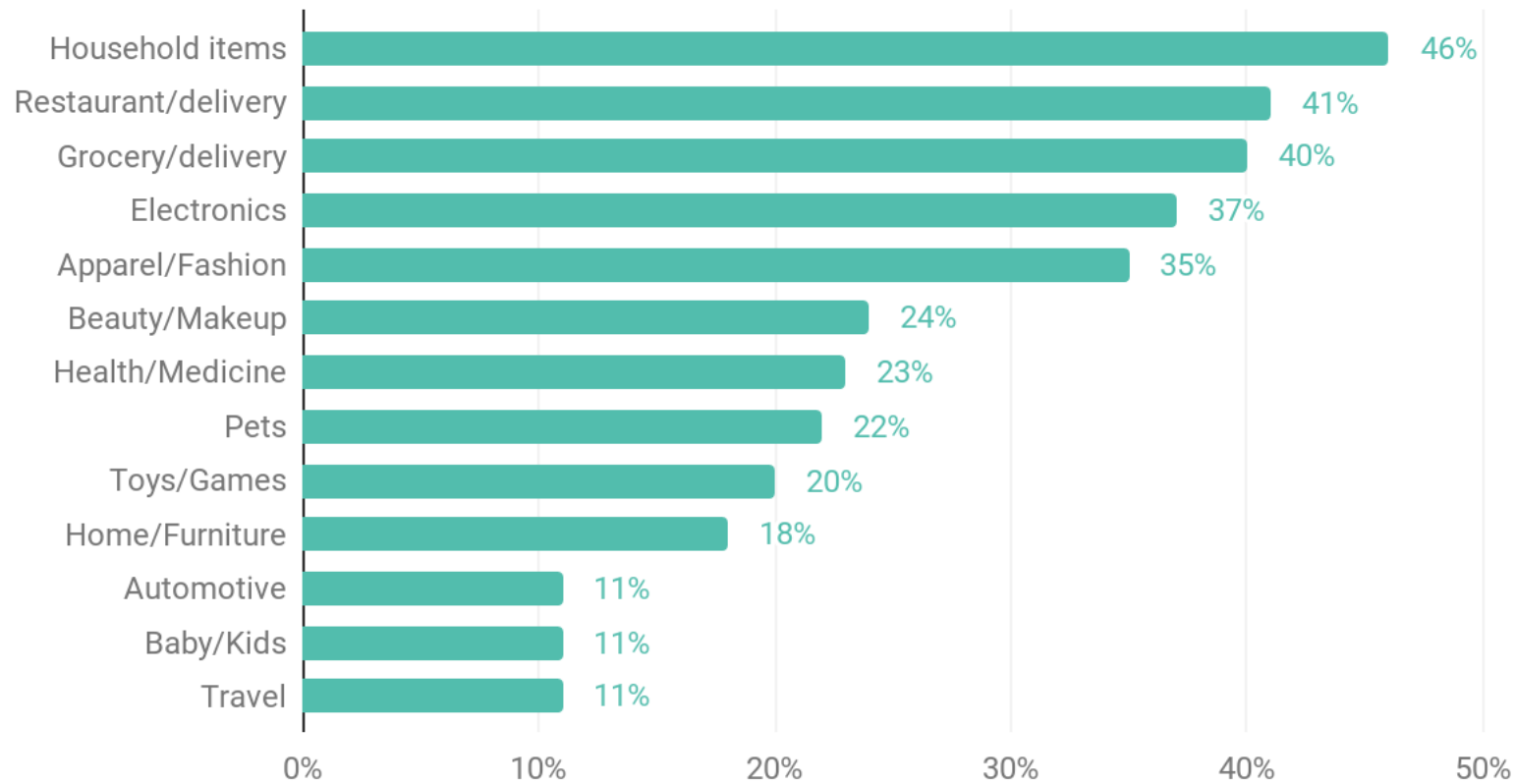
In a sample set of 100,000 online bargain hunters, the average number of promo code searches during the checkout process rose in April to 3.4 from 2.9 the prior year.

Average Number of Promo Code Searches Per User



Since the COVID-19 pandemic, respondents most often searched for online coupons for household items, food/restaurant delivery, groceries, electronics, and clothing.

### Online Coupon Searches By Retailer Type



A woman with blonde hair tied back is looking down at a laptop screen. She is holding a credit card in her right hand. The background is dark and out of focus. A teal banner with white text is overlaid across the middle of the image.

**9 OUT OF 10 MILLENNIALS ARE MORE LIKELY  
TO MAKE A FIRST-TIME PURCHASE IF A  
PROMOTIONAL OFFER IS AVAILABLE**

## PART ONE:

Online Shopping:  
Amazon and Other  
Retailers

## PART TWO:

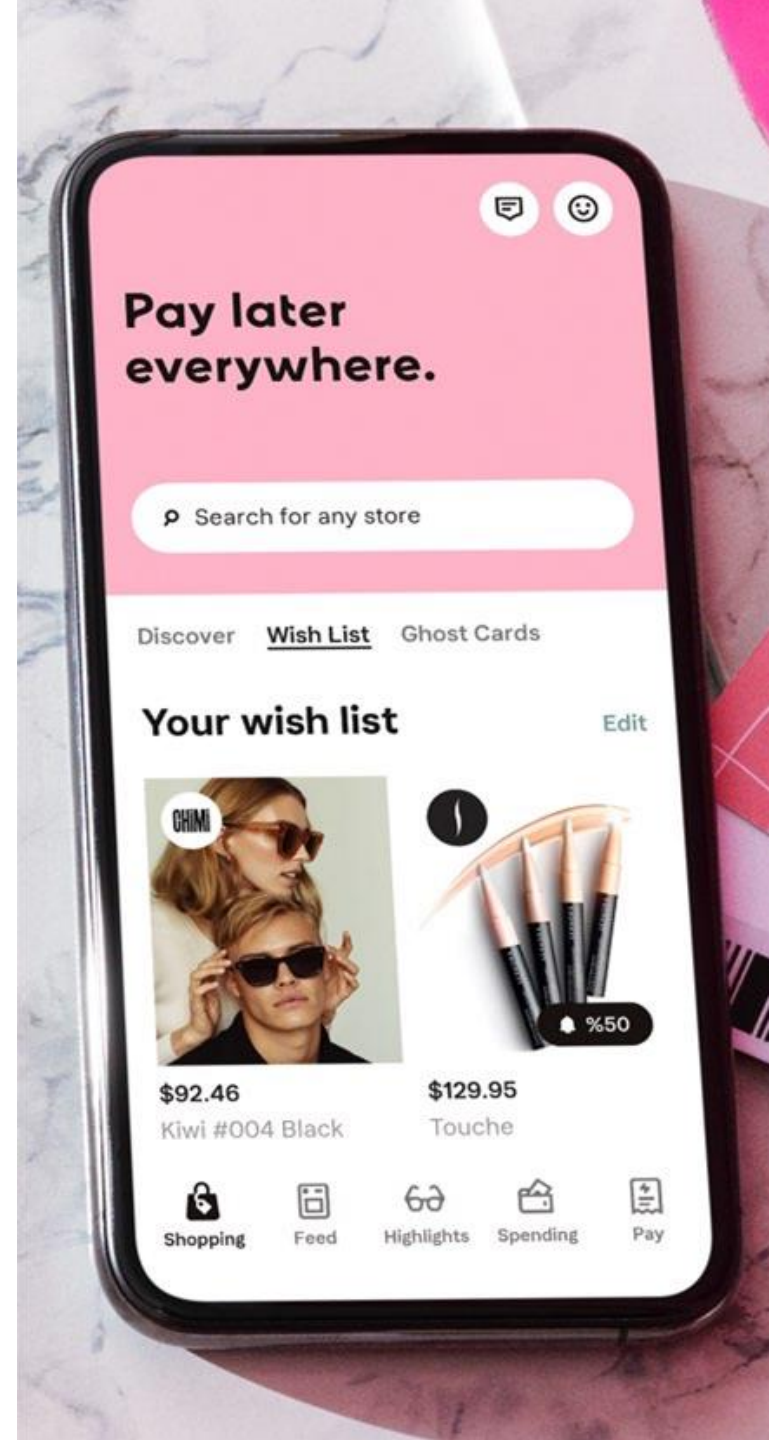
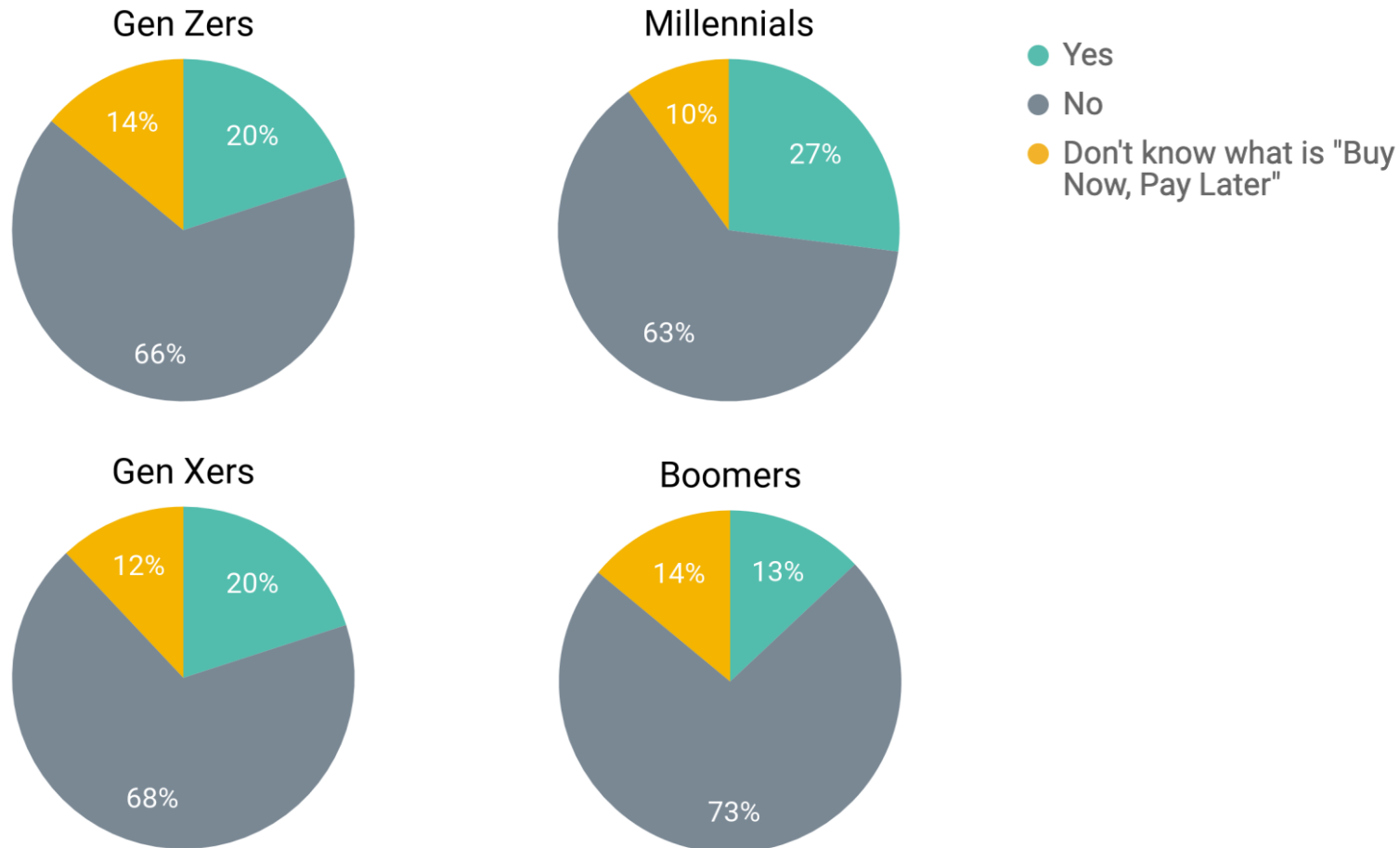
Coupon and Discount  
Behaviors

## PART THREE:

Usage Habits of “Buy  
Now, Pay Later” Services

About one fifth of all respondents (21%) have ever used a “Buy Now, Pay Later” service, such as Affirm, Klarna, etc. on an online purchase; Millennials were most likely to do so.

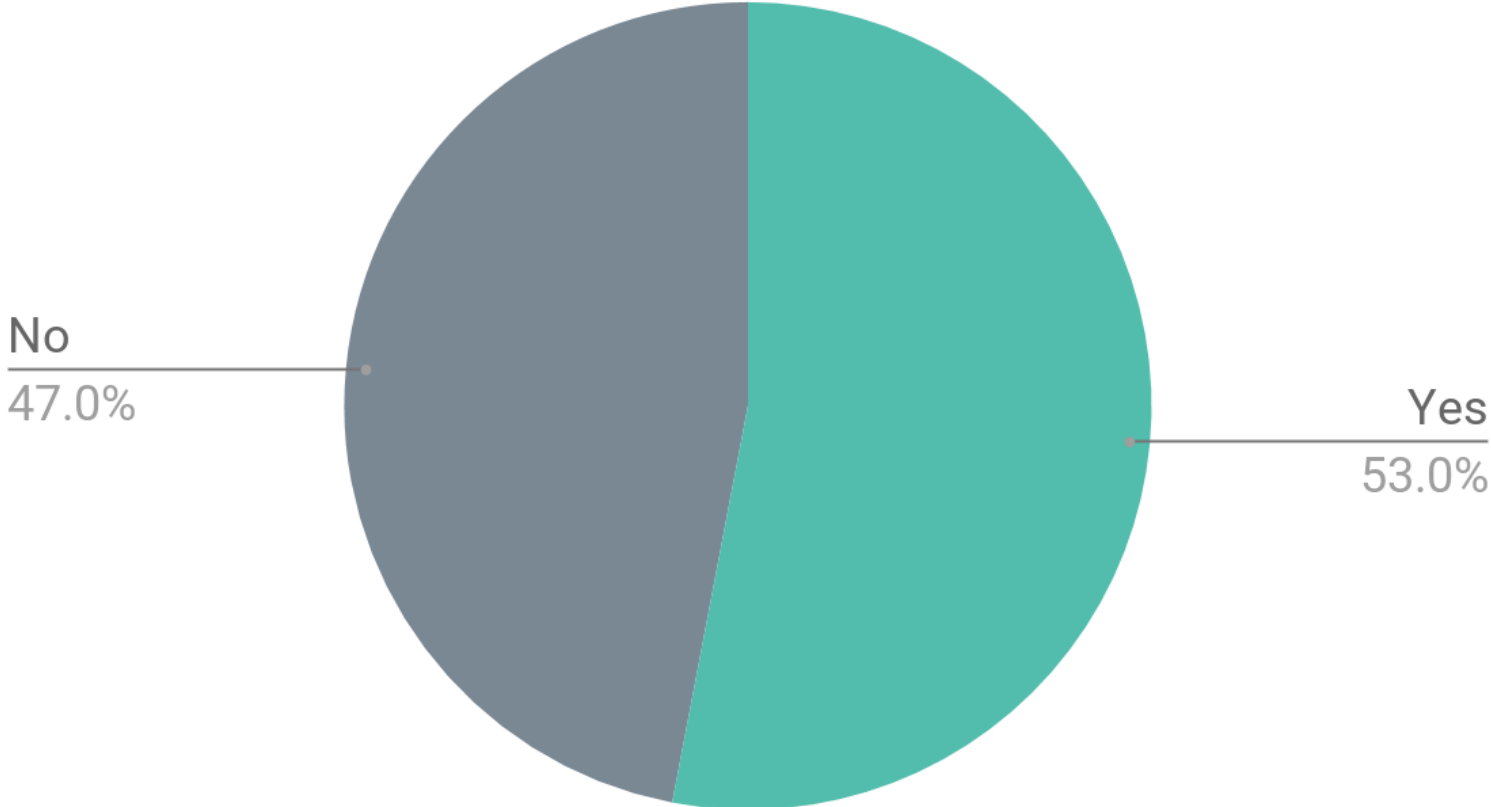
### Ever Used "Buy Now, Pay Later" By Generation



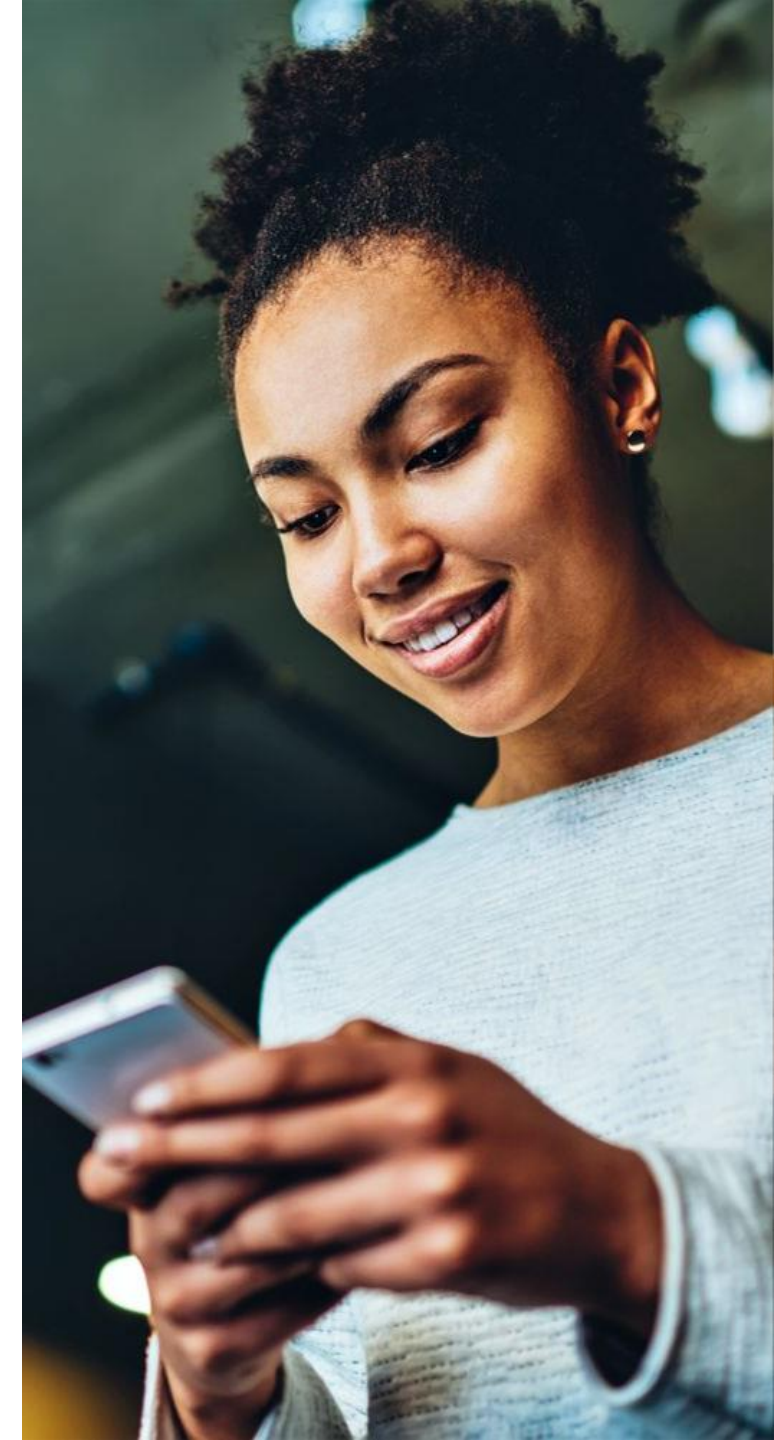
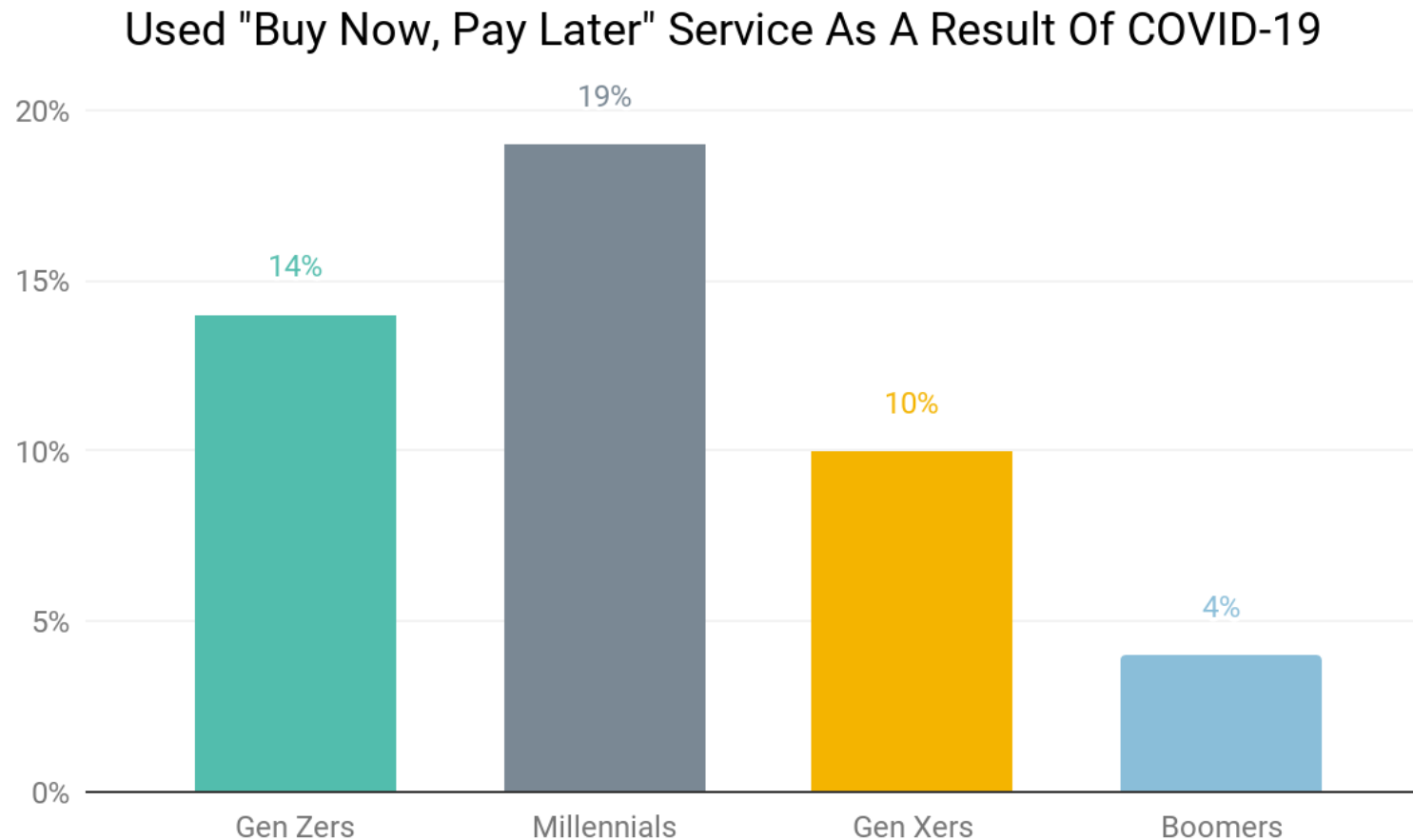


Of those who reported using a Buy Now, Pay Later service, over half (53%) of consumers stated COVID-19 as the reason.

### Used "Buy Now, Pay Later" Because of COVID-19

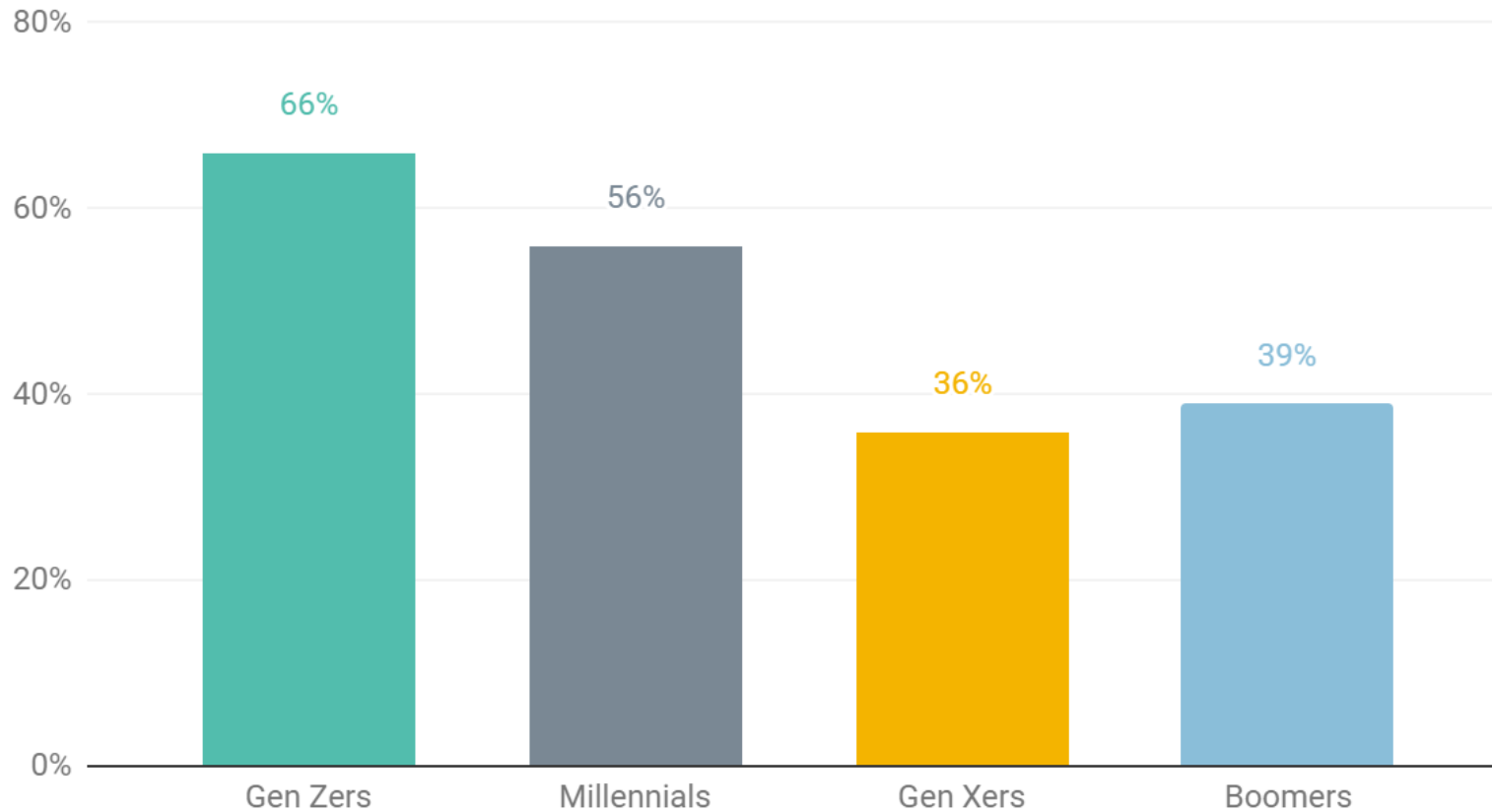


Of all respondents, Millennials are taking advantage of “Buy Now, Pay Later” services in relation to COVID-19 more than any other generation.



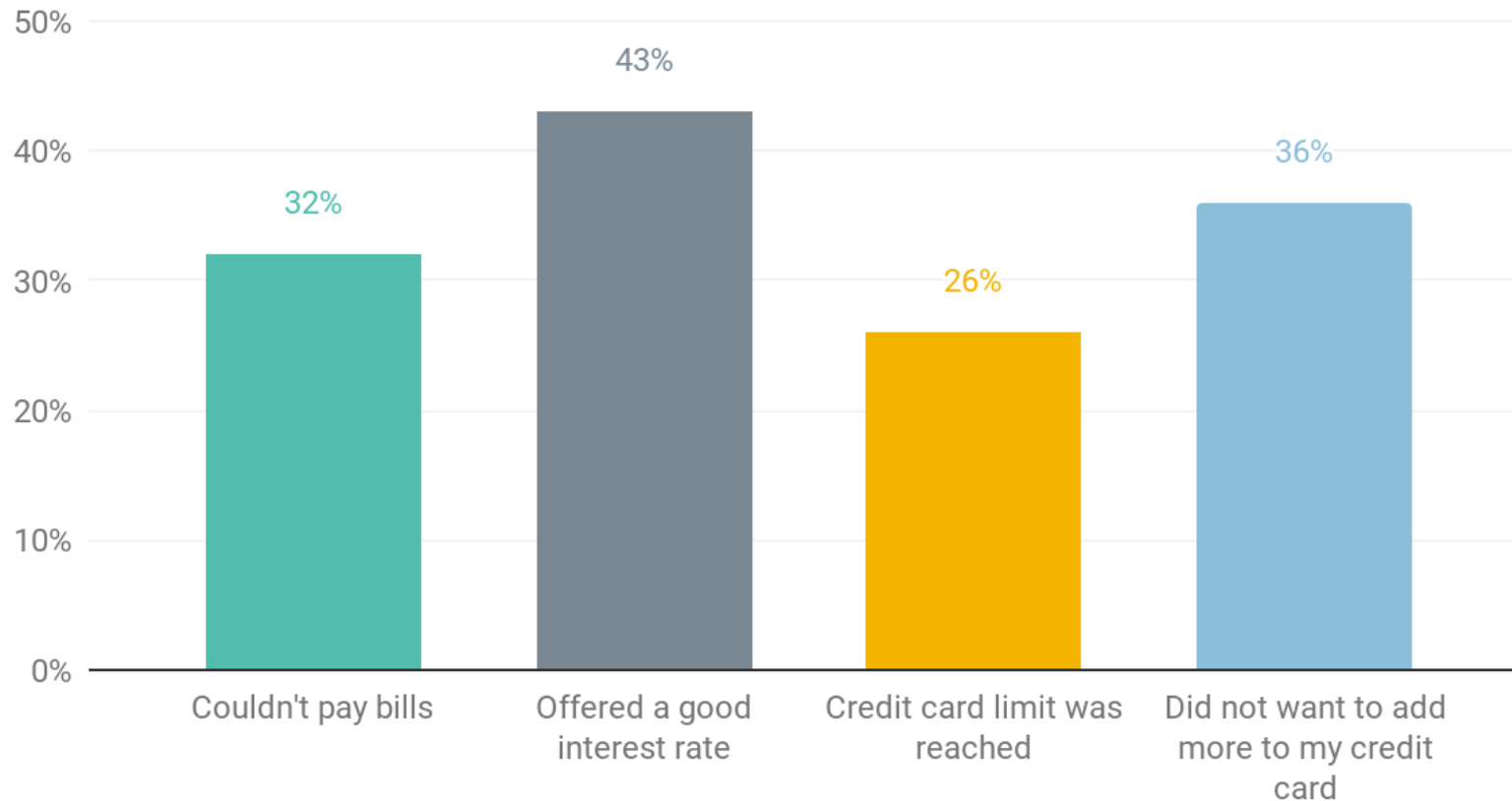
Of respondents who have ever used a “Buy Now, Pay Later” service, many were first time users of the service citing COVID-19 pandemic as the reason.

Used "Buy Now, Pay Later" For The First Time As A Result Of COVID-19



Consumers who have taken advantage of “Buy Now, Pay Later” have done so for various reasons- with about one in three citing they couldn’t pay the bills.

### Reason For Using a "Buy Now, Pay Later" Service





**ABOUT 1 IN 5 MILLENNIALS HAVE USED A BUY NOW, PAY LATER SERVICE FOR PAYMENT ONLINE AS A RESULT OF COVID-19**



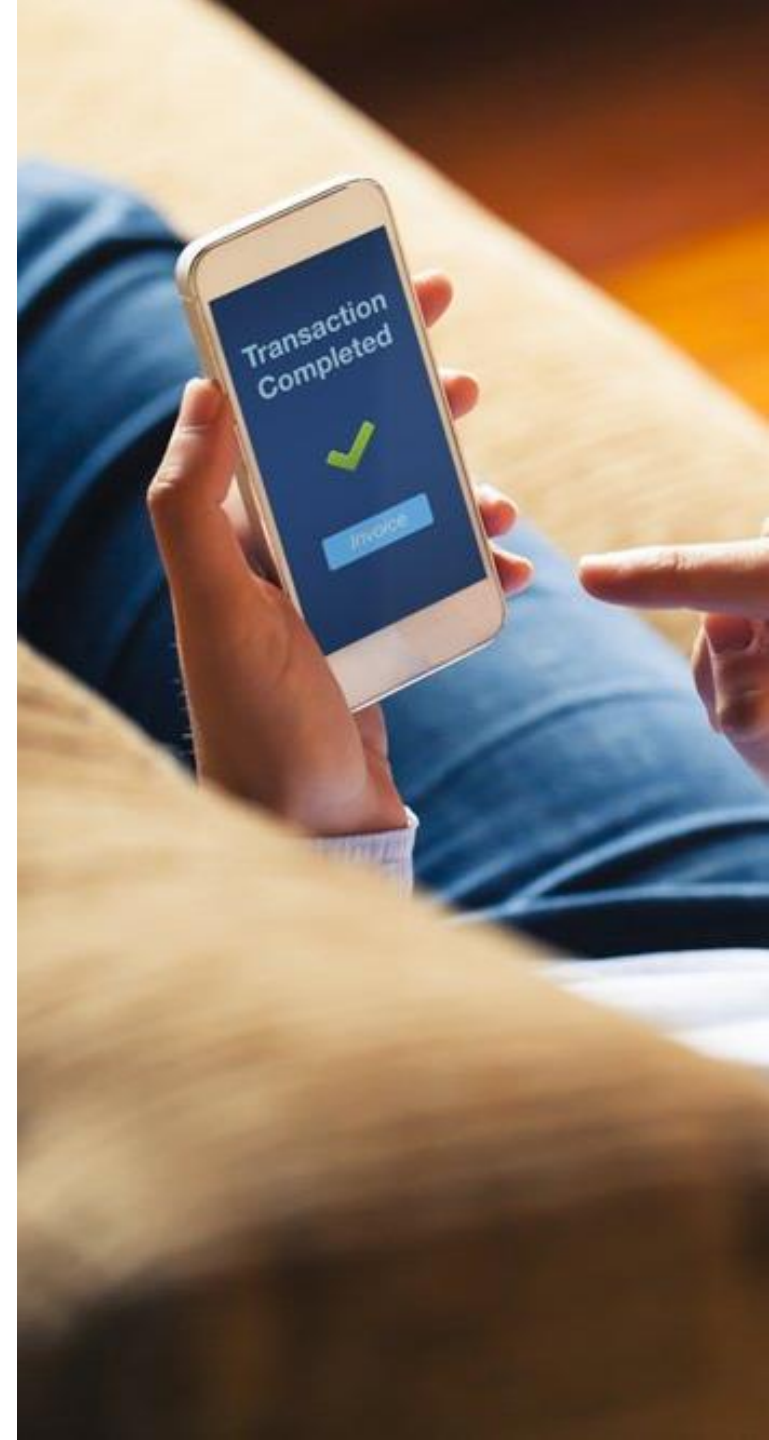
# FINAL THOUGHTS

Digital shopping is on the rise due to the pandemic, and this may have long term effects on brick-and-mortar shopping. Furthermore, while Amazon continues to expand and be an essential e-commerce hub, the pandemic has also led shoppers to try new online retailers for items that cost less or that weren't stocked by the e-commerce giant.

Our data also suggests that discount shopping has also risen dramatically due to the current pandemic, especially amongst Millennials shoppers who are the most price sensitive generation. The combination of the shift to digital shopping and constrained budgets makes the hunt for discounts a logical trend.

Finally, more shoppers are relying on Buy Now, Pay Later services, especially the most cost conscious generations, as a way to split up or defer their payments.

Again we want to mention, our team here at CouponFollow hopes everyone continues to stay safe and healthy during this time.



# COUPON FOLLOW

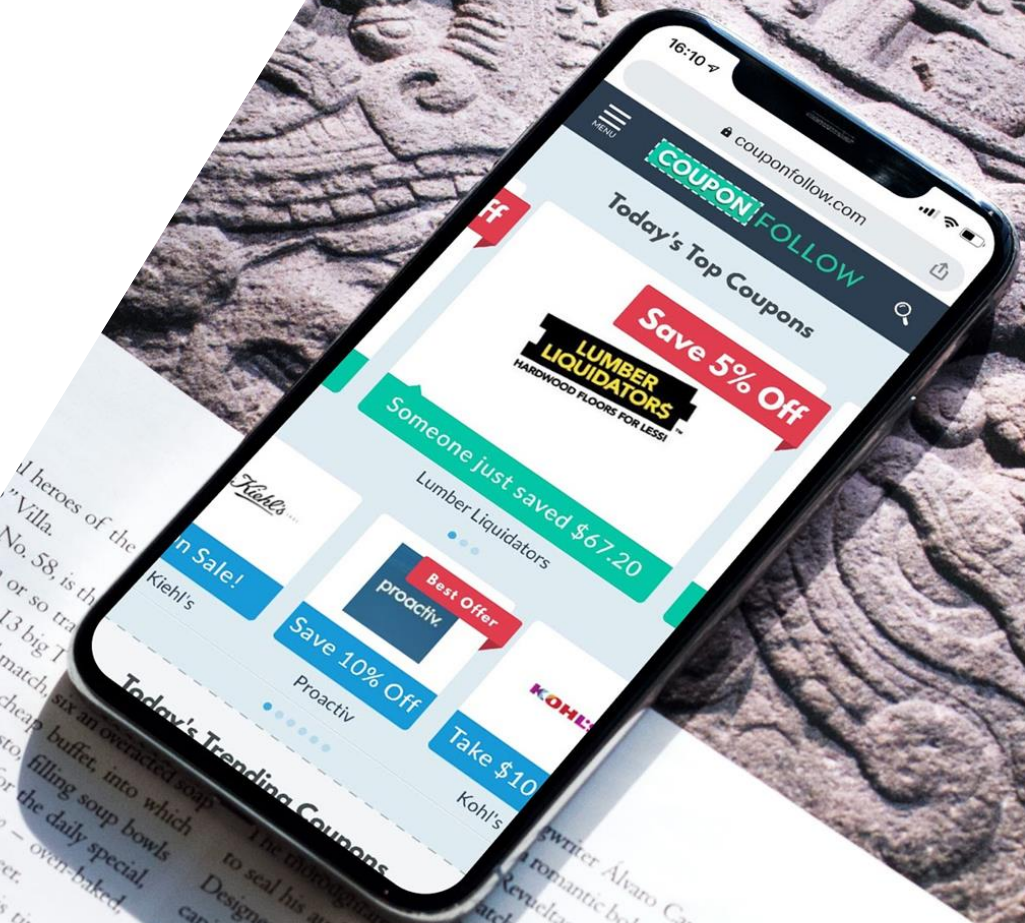
CouponFollow is a real-time coupon code search engine and directory that helps millions of consumers save money each month.

Started in 2009 by Marc Mezzacca, CouponFollow scours the Internet for the latest discounts and offers, delivering them to a global audience of engaged shoppers on the web and through their browser extension Cently.

The CouponFollow team also does extensive research on the state of digital commerce, and discount shopping trends.

Learn more: [couponfollow.com/research](https://couponfollow.com/research)

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# TEAM



Marc Mezzacca  
Founder

A trailblazer in the online coupon space, Marc has been helping consumers save money for over a decade.



Michael Parrish DuDell  
Chief Strategy Officer

Named “one of nation’s leading Millennial voices” by IBM, Michael is a noted industry expert and media commentator.



Pierre Wooldridge  
Head of Product

Recognized for his ability to design and build celebrated products, Pierre’s work has garnered international praise.





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