



THE HOLIDAYS ARE HERE AGAIN, Differently

COVID-19 Has Changed Consumer Buying Preferences

Anxiety about COVID-19 has shifted where and how people will shop for the holidays.

Research from professional services firm Deloitte shows that more than half of shoppers feel anxious about in-store shopping due to the pandemic.

Independent home improvement retailers are positioned to continue serving shoppers throughout the pandemic and beyond as they meet consumers' needs for efficiency and safety. Providing convenient store locations, adapting to change and responding quickly to customers' needs have never mattered more.

Due to COVID-19, Deloitte reports 69 percent of consumers prefer stores close to home to shop in-store, but 65 percent prefer shopping online to avoid crowds.

The data shows that 48 percent of consumers prefer shopping at a store located outside of a mall.

Demand for curbside pickup more than doubled from 2019 to 2020, according to Deloitte. And more than one-third of shoppers say they use buy online, pickup in store (BOPIS) options because it's safer than in-store shopping.

About half of holiday shoppers say their shopping habits will return to their pre-pandemic norms when there is a vaccine, according to the research.

In the meantime, when shopping over the holidays, most consumers plan to rely on product deliveries instead of spending as much time doing traditional in-store browsing. →



NEARLY 70 PERCENT OF SHOPPERS PREFER STORES CLOSER TO HOME

THE SHOPPING SITUATION

How COVID-19 has impacted holiday shopping



The percentage of people who prefer **curbside pickup** more than doubled year over year



of holiday shoppers plan to **have products delivered**

NEARLY ONE-THIRD

of holiday shoppers say their **financial situations are worse** than last year

ABOUT 50%

of shoppers plan to buy home products, such as home **improvement items and appliances**, during the holiday season.



Source for All Data Presented: 2020 Deloitte Holiday Retail Survey, October 2020

BOPIS vs. In-Store Shopping and Delivery



Why customers use buy online, pickup in store (BOPIS) instead of shopping in stores

- ✓ Safer
- ✓ Faster
- ✓ Less Stressful



Why customers use BOPIS instead of delivery

- ✓ Cheaper
- ✓ Faster