

## CHANGING BUYING HABITS

# ECOMMERCE RETAIL

## CATEGORY INCREASES AND DECREASES

**+652%****BREAD MACHINES**

With a shortage at grocery stores, and with consumers spending more time at home, bread machines are seeing a resurgence in sales.

**-77%****LUGGAGE**

It's no surprise with travel restrictions in place, vacation plans are being changed or cancelled, thereby creating a decrease in luggage sales.

**-55%****EVENT & PARTY SUPPLIES**

Shelter-in-place orders across the United States are forcing the cancelation of graduations, proms, and weddings and impacting the sales of supplies for large gatherings.

**+307%****WEIGHT TRAINING**

Staying fit while fitness studios and gyms are temporarily closed has had many people buying home options to remain healthy while indoors.

**-43%****SUNGLASSES & EYEGASSES**

Demand for sunglasses has declined as vacations and outdoor activities are delayed and retail shops for eyeglasses closed to shoppers.

**+172%****COMPUTER MONITORS**

With mandatory work from home policies in place, millions of Americans are building home offices and buying technology to accommodate needs.