

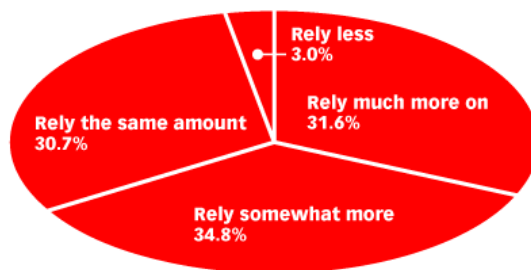
Roughly Two-Thirds of SMB Owners Will Rely on Ecommerce More Post-Lockdown

ARTICLE |

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Small and medium-sized businesses (SMBs) have had to bank on ecommerce amid the coronavirus pandemic to help bolster sales, and many believe they will continue relying on it beyond the outbreak.

How US SMB Owners' Reliance on Ecommerce Will Change After the Coronavirus Pandemic, April 2020
% of respondents



Note: numbers may not add up to 100% due to rounding
Source: Pymnts.com, "Main Street on Lockdown: Reinventing the Road to Recovery," May 4, 2020

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According to May 2020 data from Pymnts.com, 66.4% of US SMB owners said they will rely on ecommerce more after the coronavirus

pandemic.

Having a strong online presence is going to be vital for SMBs, especially for those that rely on foot traffic for sales. By embracing digital, SMBs can expand their customer base, stay visible and build on their existing relationships.

Read More:

- [On-Demand Meet the Analyst Webinar: From Survival to Revival—Best Practices in SMB Marketing Amid the Coronavirus Crisis](#)
- [More than a Third of Local Marketers Say They're Losing Customers Due to COVID-19](#)
- [The Biggest Business Impacts of the Coronavirus Pandemic](#)

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