

How fashion brands are navigating the pandemic, Walmart+ vs. Amazon Prime, and package theft

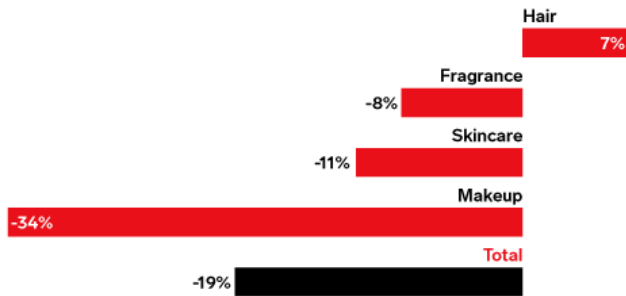
Audio

On today's episode, we discuss the pandemic challenges that fashion brands are facing, how female digital buyers have changed, and how social media strategies are evolving. We then

talk about how engagement with brick-and-mortar retail is changing, how Walmart+ stacks up against Amazon Prime, how significant a problem porch piracy is, and whether in-garage delivery is the solution. Tune in to the discussion with director of marketing and ecommerce at Cloe Raquel Garduño Arroyo, eMarketer director of research Matteo Ceurvels, and analyst at Insider Intelligence Daniel Keyes.

US Prestige Beauty Sales Growth, by Category, 2020

% change vs. prior year



Source: The NPD Group as cited in press release, Feb 4, 2021

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