

How Will the Coronavirus Pandemic Change Amazon, and the Competition?

AUDIO |

eMarketer Editors

eMarketer principal analyst Andrew Lipsman discusses how the coronavirus pandemic will affect retail and the balance of power between Amazon and the competition. He then talks about eBay appointing a new CEO, 'Amazon Shipping' being put on hold and Le Tote and Lord & Taylor going online-only.

Which Product Categories Have US Amazon Prime Members Purchased Digitally in the Past Month?

% of respondents, Feb & April 2020

	Feb 2020	April 2020
Clothing, shoes or accessories	60%	55%
Pharmacy, health or beauty products	42%	50%
Food or beverages	31%	44%
Household supplies (cleaning supplies, kitchen supplies, etc.)	35%	44%
Books, music or videos	35%	39%
Pet products	30%	36%
Office equipment or supplies	19%	26%
Toys or games	21%	25%
Consumer electronics (TV, computer, phone, etc.)	24%	21%
Sports or outdoor (including lawn and garden) products	15%	20%
Home, furniture or appliances	20%	19%
Baby products	9%	10%
Tobacco products or smoking accessories	4%	5%
Other	16%	14%

Note: ages 18-65 who are Amazon Prime members and made a digital purchase in the past month/30 days

Source: "The eMarketer Ecommerce Survey" conducted in April 2020 by Bizrate Insights, April 8, 2020

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