

Livestream shopping, Amazon discount stores, and why consumers shop for groceries online

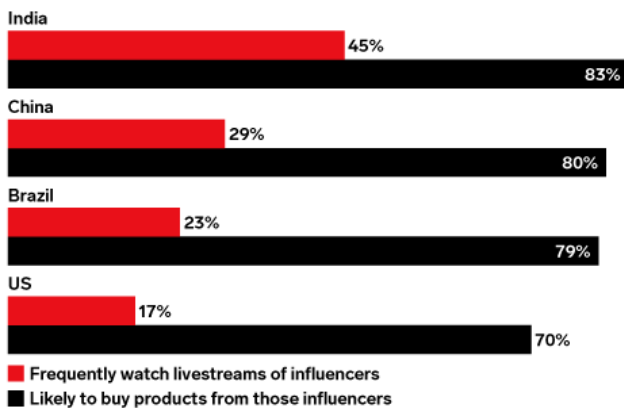
Audio

On today's episode, we discuss why shoppers like livestream shopping, why brands are keen to get involved, why it took off in China, and why it hasn't had as much success in the West—

yet. We then talk about when Amazon Prime Day might be this year, Amazon considering opening a chain of discount stores, the top reason for online grocery shopping, and the places people typically begin their search when shopping for a product online. Tune in to the discussion with eMarketer senior researcher Man-Chung Cheung and analyst at Insider Intelligence Daniel Keyes.

Internet Users in Select Countries Who Frequently Watch Livestreams of Influencers and Are Likely to Buy Products From Influencers They Follow, Sep 2020

% of respondents



Note: among those who frequently watch livestreams from influencers they follow on social media

Source: GlobalWebIndex, "Connecting the Dots," Dec 1, 2020

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