


# IN A WORLD OF INFLATION, ECOMMERCE REIGNS

Recession and inflation are the unfortunate buzzwords of our time. As consumers manage tightened budgets amid continued uncertainty, brands need to understand how consumer behavior and belief has been impacted by these macroeconomic trends.

Digital River surveyed 2,000 Americans<sup>1</sup> on how rising costs have impacted the way they think about their spending as well as how they approach their purchases, particularly in challenging economic times.

## #1 THE STRUGGLE IS REAL

Far from just buzzwords, inflation and a looming recession are having a real impact for millions across the country.

 **39%**

Two in five Americans report being financially comfortable, and one in four describe their situation as “struggling.”

 **45%**

Nearly half of Americans say their financial situation has gotten worse in the last year

 **40%**

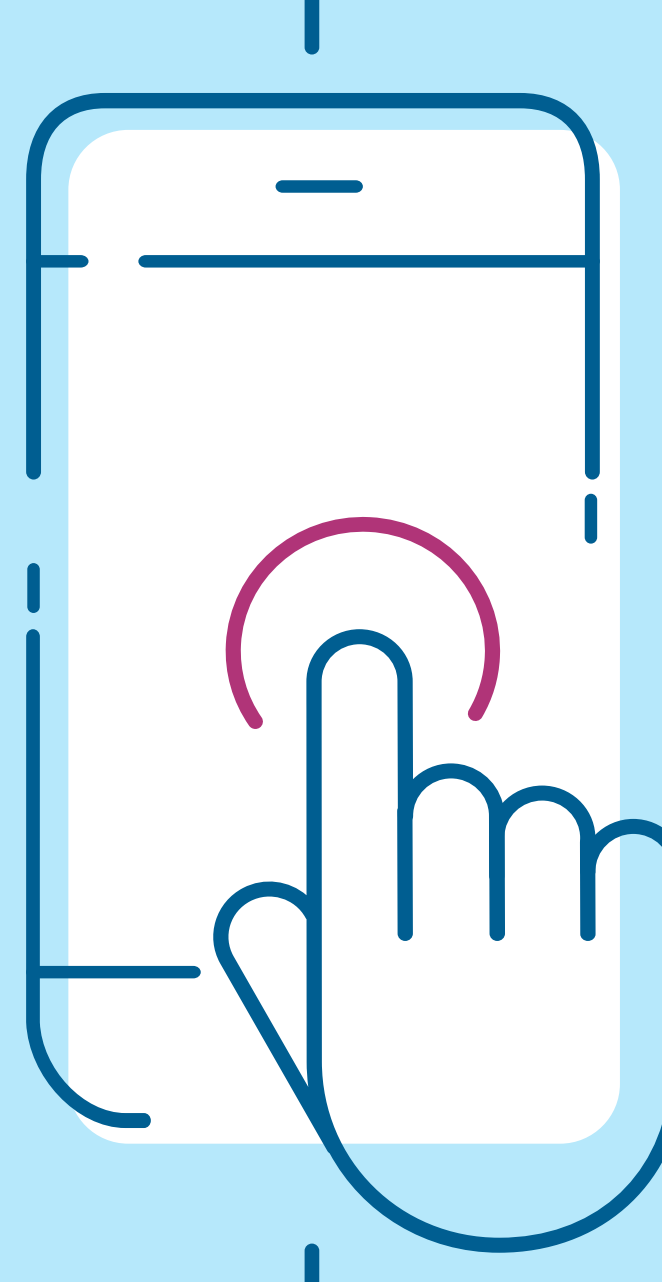
Two in five Americans expect to spend less during the holidays this year

## #2 ECOMMERCE IS ESSENTIAL

Whether the economy is flying high or cooling off, one thing is clear: ecommerce is here to stay.

**94%**

Virtually everyone makes purchases online, and more than two in five Americans do so weekly



**39%**

Nearly two in five Americans have shopped online more frequently in the past six months

**30%**

Three in ten Americans say they expect to shop online more frequently in the future

## #3 THE RISE OF BUY NOW, PAY LATER

As the Buy Now-Pay Later (BNPL) industry continues to make headlines for its rapid growth and adoption, consumers are seeing the upside.

**12%**

Just over one in ten Americans have used Buy Now-Pay Later for online transactions

**64%**

Nearly two thirds of people who use Buy Now-Pay Later have used it more in the past six months

**48%**

Nearly half of Buy Now-Pay Later users cite tighter finances as a key reason, and 44% cited higher prices

## #4 THE PRICING PROBLEM

Willingness to pay is harder to come by as prices continue to increase, and consumers are behaving accordingly.

**47%**



Nearly half of Americans say they've reduced online spending as prices have increased

Just under two thirds of Americans say they want more help from retailers to deal with rising prices



**64%**

**49%**



Nearly one in two Americans say online purchases would be among the first things to go to reduce personal spending

During challenging economic times, consumers will of course change the way they spend, invest and save their money. It's important for ecommerce brands to understand and optimize their direct-to-consumer channel, creating a friction-free shopping experience with incentives to turn shoppers into buyers. And businesses that can help consumers out by offering discounts on shipping or preferred pricing stand a chance of winning the day.