

# THE VIEW

E-commerce | December 2020



Hi there!

As the year draws to a close, brands and retailers are constantly reinventing themselves to hold high the Cyber Week momentum for the remainder of the holiday season. Looking into the future, savvy players are seeking the best blend of insights and technology to ride on evolving consumer needs. From the store of the future to key lessons from peak shopping days, here's a wrap of the top highlights.

### [Top 5 takeaways from 2020 Cyber Week](#)

Most US retailers make about 40% of their annual revenue during the holidays. Here's a dive into the top trends and strategies that worked this Cyber Week to help you navigate the rest of the season.

### [How retail technologies are advancing the store of the future](#)

As the pandemic persists, discover which in-store technologies are gaining ground to meet the rapidly evolving needs of shoppers in 2021 and beyond.

### [Pre- and post-pandemic shifts in online consumer electronics shopping behavior](#)

With e-commerce accelerated 3x into the future, OEMs and retailers need to draw a comparative analysis to understand key aspects of the consumer journey that aid in maximizing conversions. We dig deeper.

#### Industry news

[Almost 40% of Americans plan to spend less this holiday season as covid lingers](#)

[Vendor ransomware attack disrupts DSW's inventory management](#)

[The US needs more warehouses to handle record returns this holiday and in coming years, CBRE says](#)

[UPS drivers told not to pick up shipments from major retailers amid pandemic-fueled holiday surge](#)

#### Talking numbers

[Winners and losers of Black Friday 2020](#)

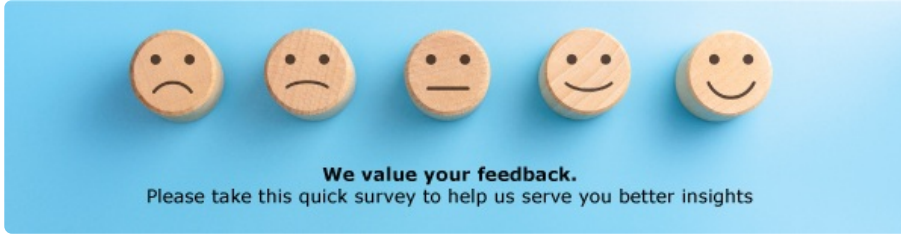
[Stitch Fix shares soar as revenue beats expectations](#)

[GameStop posts 30% sales drop but sees growth ahead](#)

[Walmart is paying its workers USD 388 million in holiday bonuses](#)

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This sums up our take for 2020. Hope you have a wonderful holiday season ahead! Happy Holidays!



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