

FOR IMMEDIATE RELEASE

US Amazon Customers Shift to Grocery, Apparel

COVID-19 Helps Amazon Achieve Longtime Goals, Customers Increase Item Count and Shopping Frequency

CHICAGO, IL – Thursday, July 16, 2020 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of buyer shopping patterns for Amazon, Inc. (NASDAQ:AMZN) for the second quarter of 2020.

In the quarter ending June 30, 2020, CIRP estimates Amazon customers in the U.S. responded to the COVID-19 pandemic by shopping at Amazon more frequently and including more items in each order. Customers also shifted to grocery and apparel, and away from electronics.

In the June 2020 quarter, US Amazon customers increased the frequency with which they shop at Amazon, to an average of 2.5 trips per month, up from 2.1 trips per month in the quarter ending June 2019. Customers also increased the number of items purchased per order, to 2.2 items in the June 2020 quarter, up from 1.9 items per order in the June 2019 quarter.

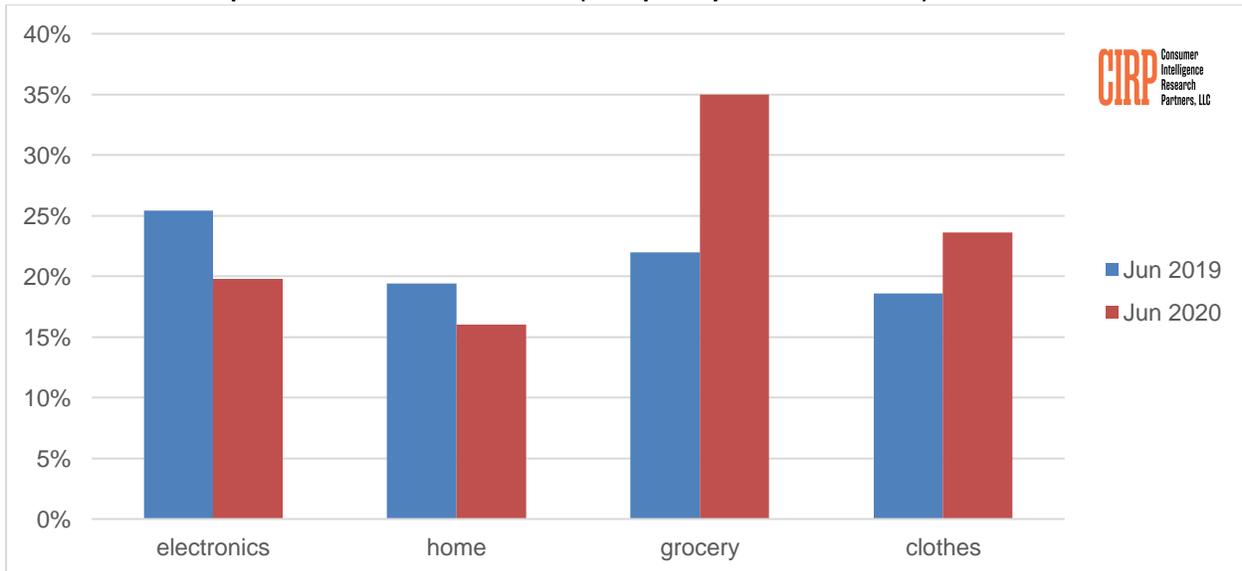
Table 1: Shopping Frequency and Item Count

	June 2019	June 2020
How often shop at Amazon	2.1 times per month	2.5 times per month
Number of items in most recent order	1.9	2.2

“COVID-19 clearly helped Amazon increase shopping volume, seemingly for smaller, more urgent needs,” said Josh Lowitz, Partner and Co-Founder of CIRP. “Customers ordered there more frequently compared to the year-ago quarter, as they relied more on online shopping. And, in addition to ordering more often in the quarter, customers also included more items in each transaction.”

Customers also shifted departments they ordered from. In the June 2020 quarter, 35% of customers included groceries in their most recent order, compared to 22% in the June 2019 quarter. In contrast, 20% of customers ordered electronics in the June 2020 quarter, compared to 25% in the June 2019 quarter (Chart 1).

Chart 1: Amazon department in most recent order (multiple departments allowed)



“COVID-19 helped Amazon advance in highly desirable categories, with more customers including groceries or apparel in their orders,” said Mike Levin, Partner and Co-Founder of CIRP. “Grocery became the dominant department, with over one-third of customers including it in their most recent order, the highest percentage we’ve seen. Almost one-quarter of orders included clothes, as consumers began to rely on Amazon for an increasingly wide range of items during the pandemic.”

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Amazon.com in the period from April-June 2020. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.

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