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Warsaw, December 16, 2020 – The pandemic has significantly changed consumer shopping habits. According to the “Pandemic Christmas” survey conducted by the research institute Kantar on behalf of FedEx Express, one of the world’s largest express transportation companies, almost 40% of Poles have increased their online shopping since the appearance of COVID-19. Sixty-five percent intend to buy Christmas gifts online, while another 20% are considering doing so.

### E-commerce business outpaces offline trade

The COVID-19 pandemic has highlighted the advantages of e-commerce over traditional shopping during the Christmas holiday peak. But how big is the impact? At the end of October 2020, approximately eight months into the pandemic, 65% of Poles stated that they plan to buy all their Christmas presents online in survey responses. A closer look at those who are planning to use traditional shopping only or online shopping only shows that just 5% of those surveyed currently consider using traditional shopping only (compared to 16% in 2019), while 28% consider solely using online shopping (11% more than last year). It is clear: this Christmas, e-commerce is leading the way as the choice for consumers.