

## US brands see global e-com growth during Covid-19: Report



Pic: eShopWorld

A new data by eShopWorld, the world's leading cross-border commerce company, has found that US brands are seeing significant global eCommerce growth amidst the pandemic Covid-19, when quickly tapping new markets outside the US. The data also shed light on the swiftness with which the pandemic can impact demand across the global markets.

Driven by apparel, footwear and sporting equipment, US brands saw the highest volume growth in April in Israel (up 178 per cent), Ireland (up 173 per cent) and New Zealand (up 168 per cent) when compared to the same period last year.

Early May sales reflect significant spikes in order volume in Mexico (up 258 per cent), Chile (up 242 per cent) and Singapore (up 214 per cent) when compared to May 2019. At the same time, consistency was evident across categories, with apparel, footwear and sporting equipment the top three drivers of international e-commerce growth year-over-year in both April as well as early May. Demand for apparel, in particular, rose with 98.4 per cent increase in orders in April compared to last year, and a 118.5 per cent increase in early May compared to the same period last year.

“In a pandemic world, US retail brands need to be agile and able to move quickly to find and meet demand, and right now there is incredible opportunity beyond domestic channels, particularly for apparel,” Tommy Kelly, CEO of eShopWorld, said in a press release.

As consumers around the globe turn to e-commerce in lieu of being able to go in-store, our data show that US brands that are able to move quickly to deliver a localised e-commerce experience are seeing 300–400 per cent growth in sales.

No.301 May, 2020

The data also show that a market that was hot one month may be outshone the following month, as the regional effects of the pandemic influence consumer behaviours. Now more than ever, US retail brands must shift on a dime, be ready to enter new markets where demand is bubbling up and quickly establish relationships with new customers in each market to create long term advantage.”

Fibre2Fashion News Desk (JL)

**Link**

<https://www.fibre2fashion.com/news/e-commerce-press-release-news/us-brands-see-global-e-com-growth-during-covid-19-report-267508-newsdetails.htm>

**Provided by Fibre2fashion.com**

**No.301 May, 2020**