

Will COVID-19 derail the holiday shopping season?

With many still uncomfortable with in-store shopping, most consumers are shifting to online gift-buying this season.

Highlights of DS Smith's national survey:

66%

Two-thirds of shoppers are anxious about in-store shopping.

75%

Three-quarters plan to do at least half of their holiday shopping online.



36%

More than a third won't buy again from a brand online if a package arrives damaged or if the delivery is late.



88%

Almost 9 in 10 consumers expect companies to replace damaged gifts at no expense.

