



sendinblue



Consumer habits after Covid-19: How small businesses can reach the post-pandemic shopper

44%

of consumers globally buy more from small businesses now than they did pre-pandemic.

Gen Z and millennials are leading the trend in supporting (and buying from) small businesses.



Consumers feel more connected to small businesses – and want to help their local economy

57%

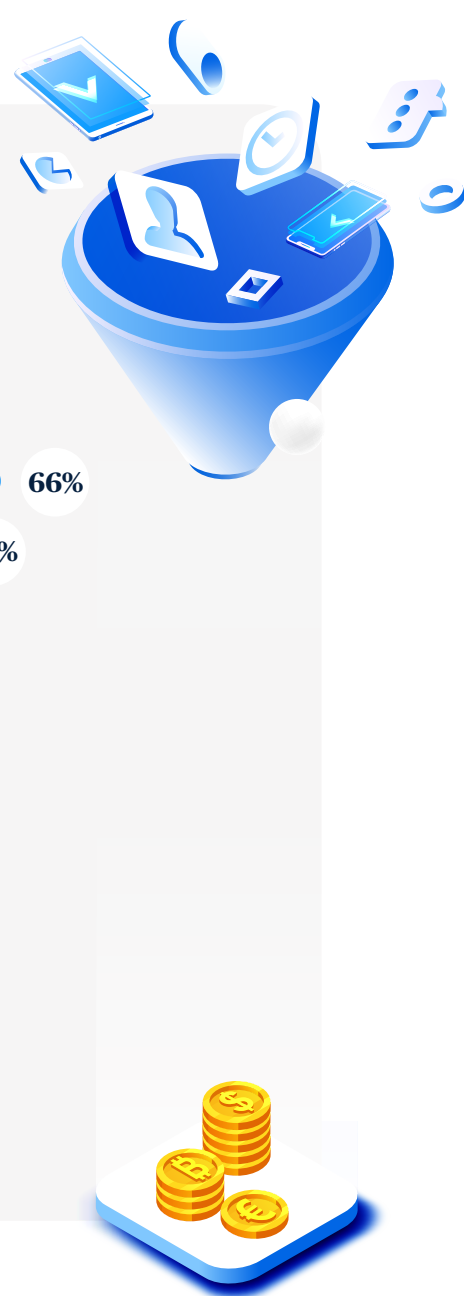
want to contribute to the local economy.

52%

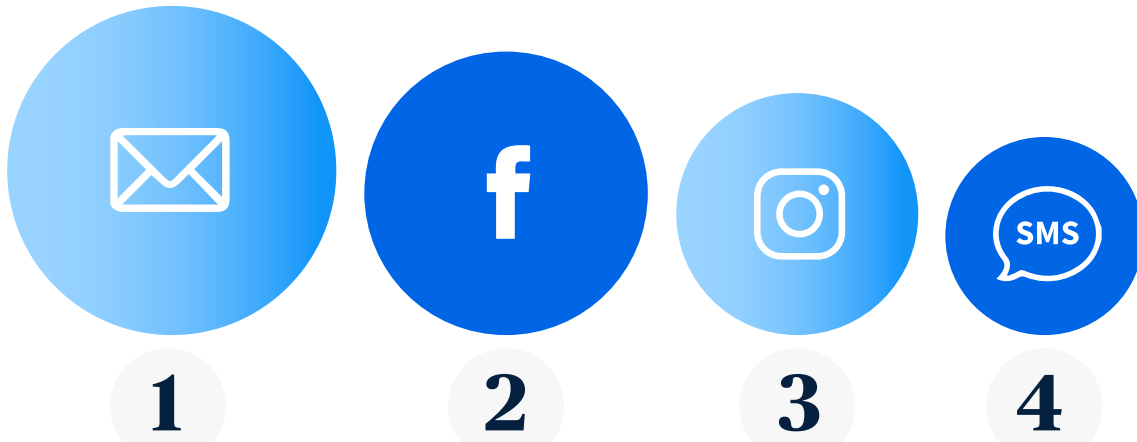
feel they have a greater bond with small businesses.

Top 10 factors for a better online experience that increases sales

According to consumers, here's how **small businesses** can improve their online experience:



Top 4 preferred marketing channels by consumers



62%

of consumers ranked **email in their top 4** preferred communication channels with small businesses.

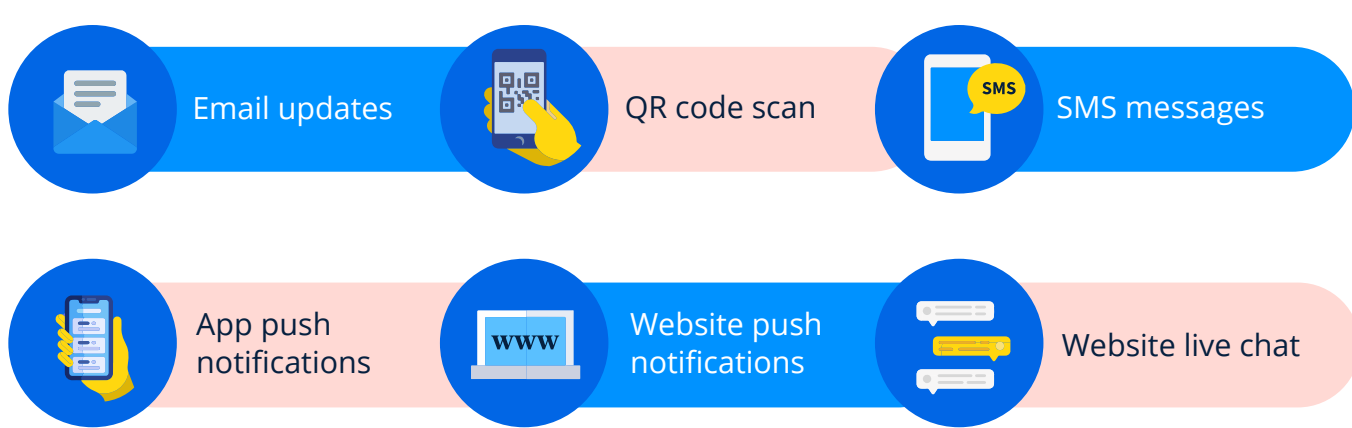
25%

of consumers would like to receive humorous or entertaining content daily. But **deals or promotions are most popular.**

50%

want to receive **humorous content once a week** or more.

Digital notification channels customers use most with small businesses since the pandemic.



Data privacy concerns are increasing, but transparency goes a long way

82%

more **concerned with online privacy now** than pre-pandemic.

78%

willing to share data if it isn't sold to other companies.

68%

would share some personal data with small businesses **for discounts or promotions.**



Polling 4,199 consumers, equally spread across the United States, Germany, the United Kingdom, and France.



Sendinblue, the leading all-in-one digital marketing platform, has released a global survey executed by CITE Research, which reveals a behavioral shift in consumer views and spending habits as the COVID-19 pandemic subsides.