How Will the Coronavirus Change Consumer Behavior?

eMarketer research analyst Man-Chung Cheung, senior researcher Jeane Han and principal analyst Nicole Perrin discuss how the newest strain of the coronavirus will change consumers' behavior. How will reducing contact effect businesses? Will media consumption habits change? And what have been some potential innovations coming out of this global situation?

Retail Ecommerce Sales in China, 2019-2023

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales; excludes Hong Kong. Source: eMarketer, Dec 2019
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