

Expected Impact of COVID-19 Pandemic for Online Business

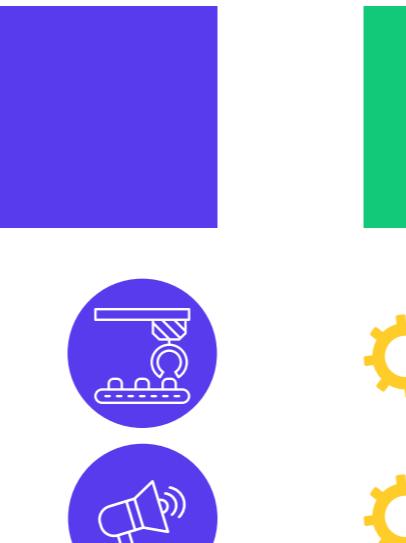
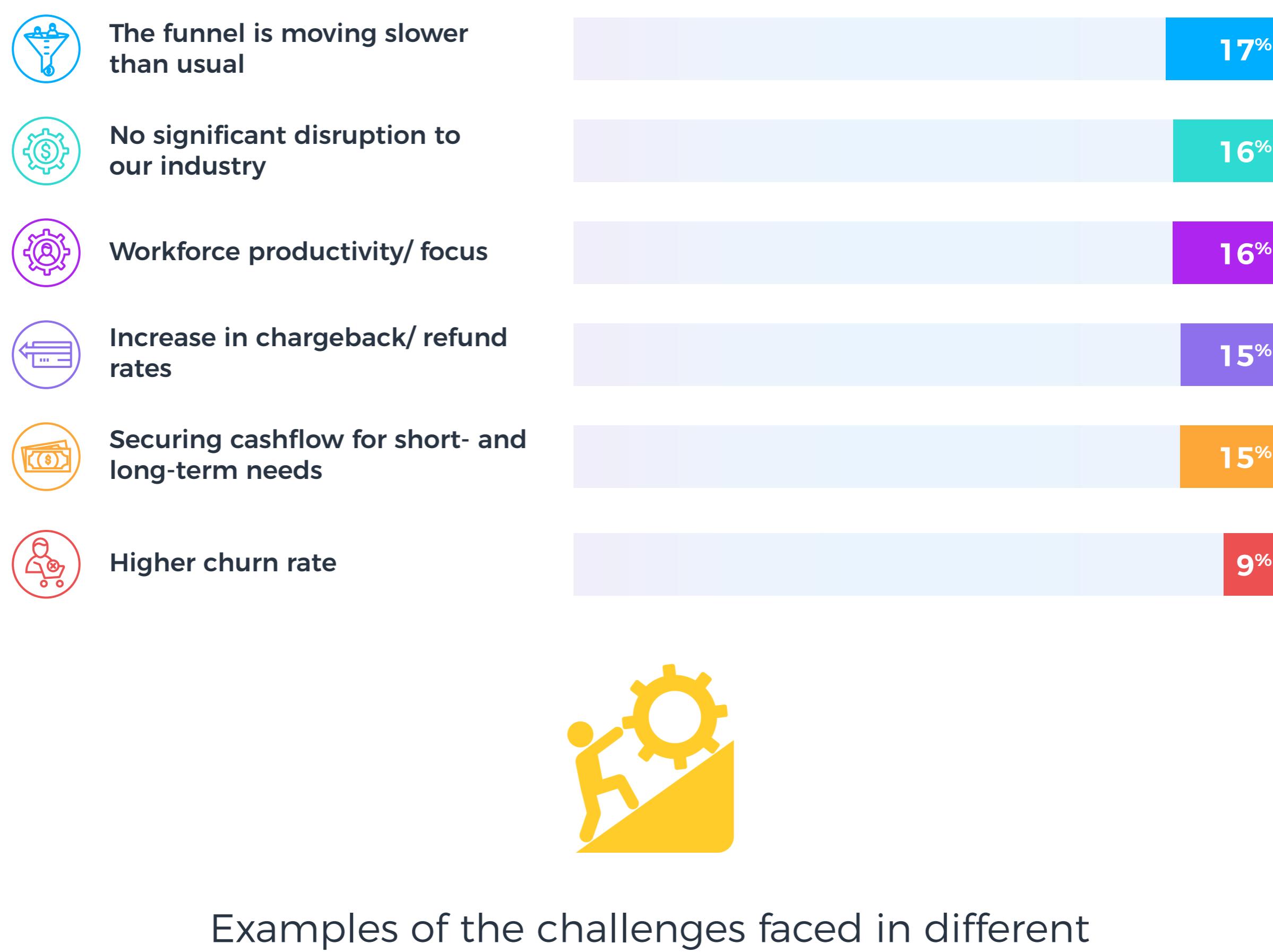
2Checkout Survey Insights



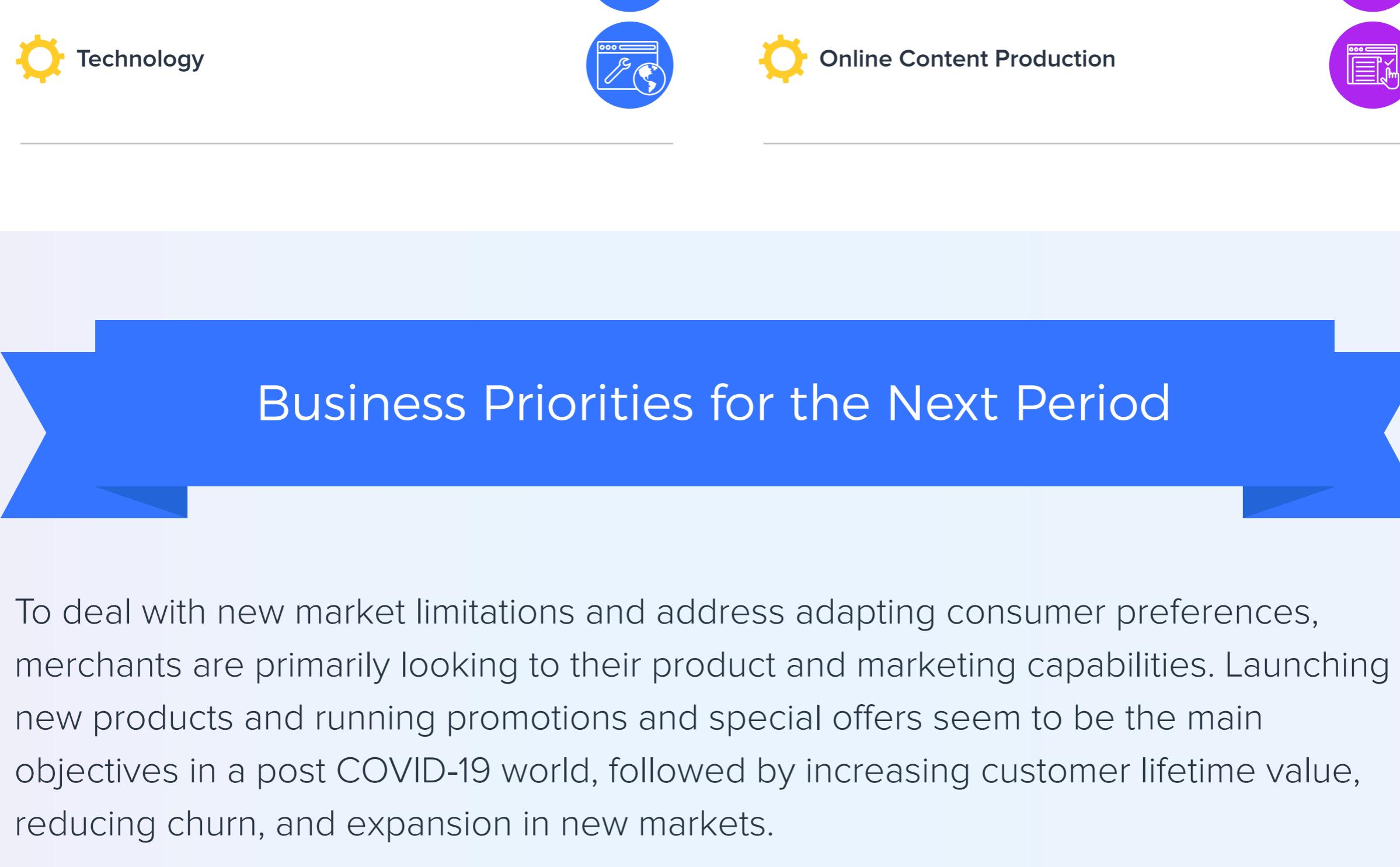
2Checkout recently conducted a global survey of merchants selling digital and physical goods online internationally on the impact of the COVID-19 pandemic. Discover what current pain points merchants around the globe are struggling with and their plans for overcoming this situation.

COVID-19 Impact Scale Expected in Online Business

More than half of businesses we surveyed expect that the global pandemic will have a significant or critical impact on their sales, about a third are estimating limited or no negative impact, and a little over ten percent are even forecasting a positive impact and business growth.

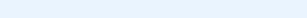


Examples of industries' outlook on pandemic effects

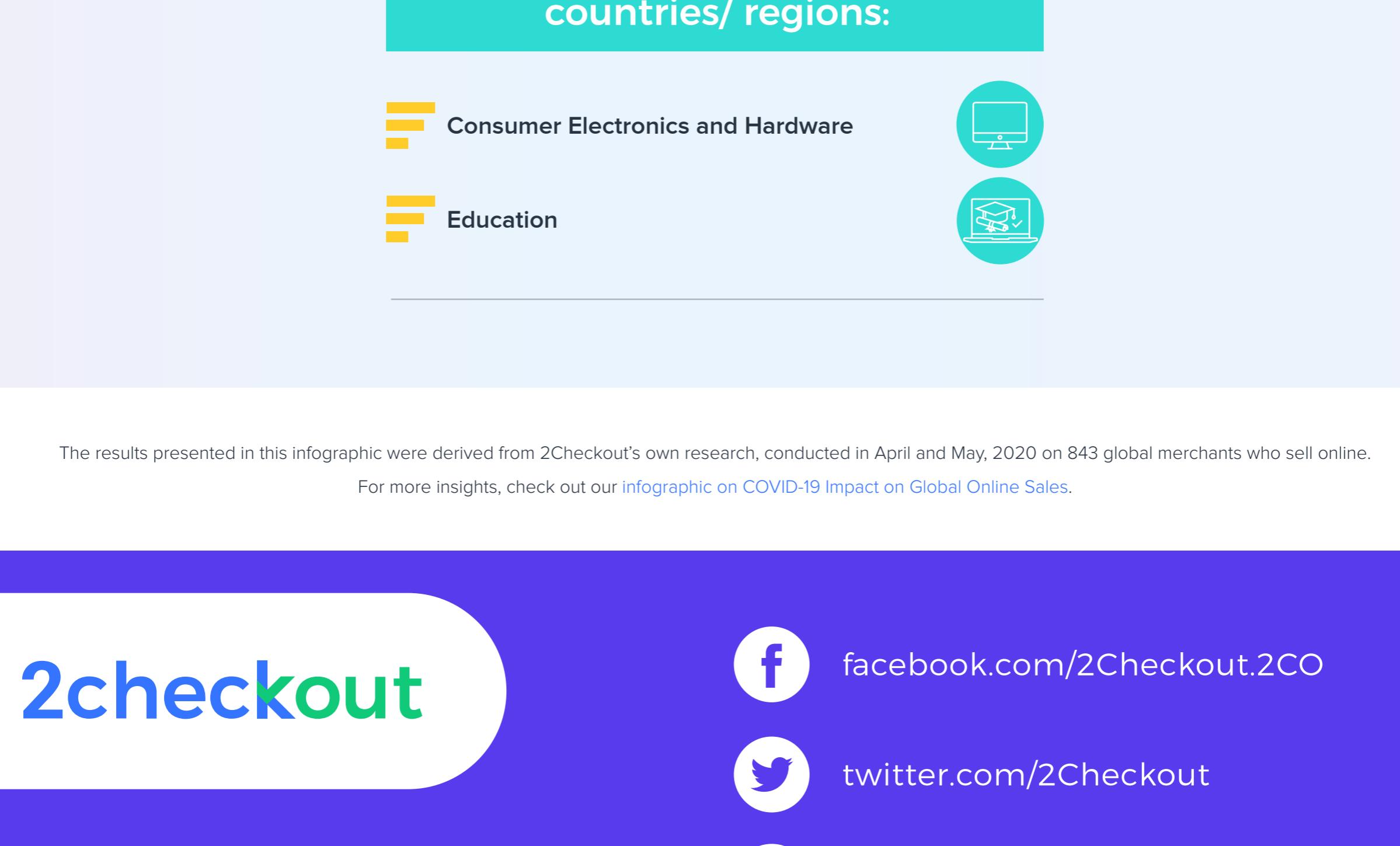


COVID-19 Challenges for Businesses

The number-one challenge faced by merchants in the new market rules is slow sales, and these forecasts span a variety of industries and markets. Other grave challenges signaled by merchants include fulfillment and supply chain issues, difficulty in finding new business, and a slower moving funnel.

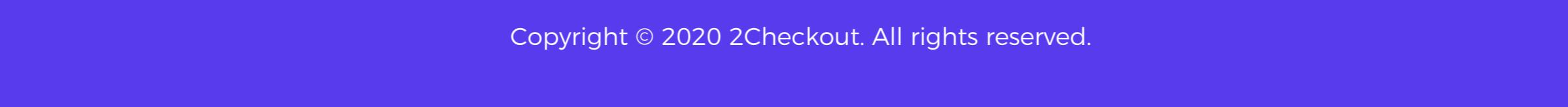


Examples of the challenges faced in different industries and who is facing them



Business Priorities for the Next Period

To deal with new market limitations and address adapting consumer preferences, merchants are primarily looking to their product and marketing capabilities. Launching new products and running promotions and special offers seem to be the main objectives in a post COVID-19 world, followed by increasing customer lifetime value, reducing churn, and expansion in new markets.



Examples of online business priorities in different industries

The results presented in this infographic were derived from 2Checkout's own research, conducted in April and May, 2020 on 843 global merchants who sell online.

For more insights, check out our [infographic on COVID-19 Impact on Global Online Sales](#).

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