

# Critical Shifts in Fashion Retail Trends



Retailers are hopeful for holiday sales...

**22%**

of retailers say their future depends on this year's holiday sales.



...but nearly half of retailers (47%) feel unprepared, and have not adapted their e-commerce approach due to COVID.

Financing options open doors, and wallets.

**31%**

of retailers offering "buy now, pay later" solutions say it helps increase sales.



An online study commissioned by PayPal and conducted by Netfluenial in August 2020 involving 1000 U.S. PayPal SMB merchants selling products directly to consumers through a website or e-commerce platform. The sample is made up of merchants in different verticals, 200 in fashion, 200 in cosmetics and 600 across home-goods, furniture, garden electronics and sport.