



COVID-19 is the biggest disruption to consumer retail spending patterns in recent history. Store closures and stay-at-home orders have accelerated the adoption of e-commerce, and U.S. consumers are expected to spend more than \$700 billion on e-commerce in 2020 (representing an increase of approximately 18% over the prior year's spend). Even as brick-and-mortar stores begin to reopen, the impact of the pandemic will have a long-lasting effect on consumer behavior and e-commerce sales are expected to steadily rise over the next few years.

Businesses planning to invest more heavily in a digital strategy will find in [this checklist a summary of critical legal issues](#).

Authors



Miriam Farhi

Partner

MFarhi@perkinscoie.com [206.359.8195](tel:206.359.8195)



Thomas C. Bell

Of Counsel

TBell@perkinscoie.com [206.359.8845](tel:206.359.8845)



Andrew H. Grant

Partner

AGrant@perkinscoie.com [206.359.6376](tel:206.359.6376)

Explore more in

[Corporate Law](#) [Technology Transactions & Privacy Law](#) [Retail & Consumer Products](#) [Apparel & Footwear](#)

Related insights

Update

[**FERC Meeting Agenda Summaries for October 2024**](#)

Update

[**New White House Requirements for Government Procurement of AI Technologies: Key Considerations for Contractors**](#)