

## [Updates](#)

July 09, 2020

### Considerations for Launching an E-commerce Platform



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](#).

© 2020 Perkins Coie LLP

## Authors

## Explore more in

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

## Related insights

Update

**California Court of Appeal Casts Doubt on Legality of Municipality's Voter ID Law**

Update

**February Tip of the Month: Federal Court Issues Nationwide Injunction Against Executive Orders on DEI Initiatives**