



## February 2021

### **Mission Driven Retail: Incl Impact of COVID-19 - US**

“All companies are in business to sell a product or service. The brands that realize their beliefs, values and ethical practices are what will set them apart from competitors will be most successful in earning the hearts of their customers, and that’s what matters most at the end of the ...

## January 2021

### **Mass Merchandisers: Incl Impact of COVID-19 - US**

“Mass merchandisers are one of the few retailers benefiting from the changes caused by the pandemic and recession, similar to the 2008 financial crisis. Consumers who are prioritizing essentials and value – both affordability and convenience – are gravitating to mass retailers as their primary shopping destination, resulting in positive ...

### **Casualization of Fashion: Incl Impact of COVID-19 - US**

“Sweatpants, hoodies and other comfortable clothing items compose the uniform of choice during the COVID-19 pandemic as consumers are confined to their homes. The reality is, though, that this casual approach to fashion has been trending for some time and will outlast the pandemic as well. While consumers are looking ...

## November 2020

### **Beauty Retailing: Incl Impact of COVID-19 - US**

“Beauty retail sales were well positioned for growth before COVID-19. However, the pandemic caused immediate disruption to the beauty retail landscape as well as consumers’ lives and consequently, their beauty routines. While segments such as facial skincare will see growth as consumers prioritize it as part of their wellness routines ...

### **Loyalty Programs: Incl Impact of COVID-19 - US**

“Whether consumers support a brand and whether a brand can withstand unforeseen circumstances like the COVID-19 pandemic boils down to how much loyalty the brand propagates. While loyalty is generated by much more than a loyalty program, getting the components of the loyalty program right can pay dividends relative to ...

## October 2020

### **Men's & Women's Clothing: Incl Impact of COVID-19 - US**

“Clothing, a nonessential category, continues to be impacted by the combined pandemic and recession. Out-of-work, worried consumers are quick to scale back spending on new clothes and also have less of a need for

### **Changing Retail Landscape: Incl Impact of COVID-19 - US**

“COVID-19 is wreaking havoc on the retail industry and economy at large and will continue to force permanent change. Retailers will approach change in phases, remaining nimble enough to accommodate a constantly fluid environment while COVID-19 persists, while at the



new clothes, with limited events and occasions to shop for. When they do shop, value will ...

same time looking ahead to strategically plan for and invest ...

## September 2020

### Digital Advertising: Incl Impact of COVID-19 - US

“There is an industry adage that says, “In good times you want to advertise, in bad times you must advertise.” Following the downturn in economic activity due to COVID-19, an effective digital advertising presence will be necessary for businesses both big and small to drive awareness and growth moving ...

### Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

## July 2020

### Winter Holiday Shopping: Incl Impact of COVID-19 - US

“A recession and the continuing threat of COVID-19 will have a major impact on how people shop for the winter holidays this year. Many consumers will scale back spending to focus only or mostly on the essentials. They will also choose where and how to shop based on how concerned ...

### The Impact of COVID-19 on Retail and Ecommerce - US

“While COVID-19 has wreaked havoc on the retail industry and economy at large, retailers can still look for – and capitalize on – opportunities to connect with their current customers or welcome new ones. There are a number of factors consumers will be looking for from retailers and brands now ...

### Men's & Women's Footwear: Incl Impact of COVID-19 - US

“All retail sectors will be negatively impacted by the COVID-19 pandemic, and the footwear category is no exception. The positive growth pattern of the last five years will change, and sales are expected to decline as consumers limit non-essential spending. The footwear market will be challenged to encourage purchases among ...

## June 2020

### Traditional Toys and Games: Incl Impact of COVID-19 - US

“The toys and games industry saw unexpected growth at the beginning of 2020 due to the COVID-19 pandemic.



Consumers of all ages are looking for new and entertaining ways to spend their abundant at-home leisure time, and they are turning to toys and games to fill this need. While toys ...

## May 2020

### Home Decor Retailing: Incl Impact of COVID-19 - US

"Prior to the pandemic, the home décor category benefitted from small but stable growth which was expected to continue. However, the COVID-19 pandemic and threat of a recession are altering that trajectory. While consumers look to limit their discretionary spending, the extended periods of time at home will create desire ...

### Grocery Retailing: Incl Impact of COVID-19 - US

"Between 2014 and 2019, multi-outlet sales of groceries continued to rise steadily but slowly. The rapid escalation of the COVID-19 pandemic in March of 2020, however, gave the industry a jolt, boosting sales in the short term but introducing enormous new challenges as well. While the duration and severity of ...

## March 2020

### Convenience Stores - US

"While fuel sales generate as much as two thirds of total convenience stores revenue and remain a core traffic driver, c-store operators are increasingly turning their attention to in-store categories as the most direct path to increased sales and profits. Still, convenience stores face considerable challenges in categories like foodservice ...

### Drug Stores - US

"US drug store revenues will exceed \$300 billion this year. While the channel has consistently posted gains, the pace of growth is projected to slow down in light increased competition from outside the channel and a shifting consumer preference toward generic drugs over name brands. With new partnerships and new ...

## February 2020

### Sales & Promotional Events - US

"Most consumers shop during sales and promotional events throughout the year, driven by the need to find value in their purchases. The definition of value is subjective and can stem from saving money, saving time and energy, or even receiving a superior product or experiences. These nuances ultimately shape how ...

### The Circular Economy - US

"Circular retail options (eg rentals and reselling) aren't just a trend; they're a new way of shopping consumers will consider more often and for a wider variety of purchases. Although it's difficult to determine the size of the circular market, one thing is certain; interest is high across many categories ...

## January 2020

### Back to School Shopping - US

"Consumers spend more than \$80 billion getting themselves and their children ready to go back to school. They're mission oriented and bargain hungry and favor retailers who can help them accomplish their goals of

### Luxury Fashion - US

"Luxury purchases aren't exclusive to affluent consumers, as many see value in investing in their appearance. Consumers can rationalize purchasing high quality, high use items and do so from brands that cater



saving time and/or money. While BTS (back to school) is a busy time, most shoppers ...

to them, offering better return on their investment. However, consumers want reassurance before buying, seeking to avoid buyer's ...

### Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director - Financial Services & Auto**