



## June 2021

### June European Retail Briefing - Europe

"Traditionally, DIY purchasing has not been particularly well suited to ecommerce. However, as a result of the lockdown measures imposed in response to the COVID-19 outbreak, we have seen an increase in online shopping generally and within the DIY sector. In many markets sales have grown fast, advancing the channel's ...

### European Retail Briefing - Europe

"In-store shopping is likely to remain a concern for many making it crucial for retailers and brands to sell online. Overall, the pandemic has reinforced consumers' tendency to limit time spent in shops. Retailers must look to reassure customers with the measures they are taking in this area, whether at ...

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### European Retail Briefing - Europe

"Online only retailers have undoubtedly hugely benefited from the closure of non-essential retail for prolonged periods and the shift to online shopping as a result of COVID-19. Nevertheless, the strong growth reported by ASOS during the period is also due to the company's ability to nimbly respond to the changes ...