

The Impact of COVID-19 on Retail and Ecommerce - US - June 2020

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“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.”

– **Diana Smith, Associate Director, Retail and eCommerce**

This report looks at the following areas:

- Consumer sentiment and behavioral changes in light of COVID-19
- Anticipated impact of COVID-19 on the industry as a whole as well as specific sectors
- Considerations for retailers to navigate the next normal in the medium and longer term

This Report covers the impact of COVID-19 on the retail industry, inclusive of ecommerce. Consumer attitudes toward shopping, shopping behaviors and opportunities in the medium and longer term are discussed.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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