# COVID-19 - Retail and E-commerce: A Year On - UK - April 2021

**Report Price: £2195 | $2995 | €2600**

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## This report looks at the following areas:

- **The impact of COVID- on retail sales, including forecasts for online, grocery, non-food, fashion and household goods stores.**
- **The impact of COVID-19 on macro-economic factors, including consumer confidence and household finances.**
- **The impact of COVID-19 on consumer behaviour, including spending priorities, lifestyles and future behaviour.**
- **The impact of COVID-19 to-date on shopping behaviour.**
- **The legacy impact of COVID-19 on shopping behaviour, including channel use and future intentions.**
- **What consumers want from stores moving forward.**

The COVID-19 pandemic meant that 2020 was a unique year in the retail sector for a number of reasons but in particular, it forced consumers to shop in new ways. The positive for stores is that 60% of consumers have missed shopping as a day out. With stores reopening, retail has cleared the first hurdle to more 'normal' trading, but with 42% of consumers saying that closures of pubs/restaurants/cafes has discouraged them from visiting shopping areas, it will not be until all consumer facing businesses are back that we will see what footfall truly looks like post-peak pandemic.

The biggest impact of COVID-19 to date has been the greater reliance placed on online shopping. All online sales grew by 46.9% to £110.9 billion in 2020, taking a record 27.5% of all retail sales. 44% of consumers have shopped more from retailer websites because of the pandemic, and the pandemic has accelerated emerging trends – such as social media shopping which 15% of consumers have done more of as a result of the pandemic. With 27% of consumers expecting to do more online shopping post-peak of the pandemic compared to pre-pandemic, this extended period of online use will lead to a legacy of greater online penetration throughout the retail sector moving forward.

"The COVID-19 pandemic has been a seismic event in the history of modern UK retail. Overnight, consumer behaviour shifted and retailers of all sizes were forced to react to the new environment the pandemic had brought. Some excelled in this new environment, while for some it meant the end of the road."

**– Nick Carroll, Associate Director of Retail Research**

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If online was the 'winner' of the pandemic, in-store trade, and in particular non-food in-store trade, has lost out. Non-food store sales declined by a record 10.6% in 2020, and when online contributions are taken out, in-store non-food sales declined by an estimated 24.3%. Some categories, particularly fashion, were hit harder than others but such a hit naturally meant some big-name businesses failed and we expect that it will take until at least 2023 for the sector to recover to pre-pandemic levels.

The pandemic also forced shopping behaviours to become more local, with a fifth (21%) of consumers shopping more in-store in their local area and 46% shopping less outside of their local area because of the pandemic. With changes to working habits and continued consumer caution there remain significant opportunities in more localised purchasing moving forward – particularly within the smaller/chain and independent sector which 28% of consumers say they will shop from more post-peak of the pandemic compared to before the pandemic.

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

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## Table of Contents



### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

- **Under-25s have taken the brunt of COVID-19 job losses**
  Figure 31: Change in number of employees on payroll, by age, February 2021 vs February 2020

RETAIL SALES PERFORMANCE

- **Impact of COVID-19 on retail and e-commerce**
  Figure 32: Impact of COVID-19 on the retail sector, in short, medium and long term, 12 April 2020
- **Non-essential store closures hit sales hard**
  Figure 33: Percentage change in retail sales, non-seasonally adjusted, by major category, Jan 2020-Mar 2021
  Figure 34: Percentage change in key non-food store-based retail sales, non-seasonally adjusted, Mar 2020-Mar 2021
  Figure 35: retail sales, performance by category during 2020 and 2020 and 2021 lockdowns
- **Online demand soars in pandemic conditions**
  Figure 36: All online retail sales, average weekly sales, non-seasonally adjusted, Jan 2020-Mar 2021
  Figure 37: All online sales as a percentage of all retail sales, by store-based grocery and non-food retailers, Jan 2020 – Feb 2021
- **Physical stores pressurised like never before, something which will have a significant legacy impact**
  Figure 38: Estimated growth/decline in in-store sales, by major category, Jan 2019 – Feb 2021
  Figure 39: Estimated share of all non-food sales, by stores and non-store trade, Jan 2019 – Feb 2021

ALL RETAIL SALES FORECAST

Figure 40: Share of total spending in the retail sector (excluding fuel), by major category, 2010-20

- **All retail sales advance, even in the conditions of the pandemic**
  Figure 41: UK forecast for all retail sales (excluding fuel), at current prices, 2015-25
- **Need for value will depress sales in the shorter term, but growth forecast through to 2025**
  Figure 42: UK forecast for all retail sales (excluding fuel), at current and constant prices, 2015-25

ALL RETAIL SALES: COVID-19 SCENARIO PERFORMANCE

- **Mintel's approach to predicting the impact of COVID-19**
- **Fundamental differences in how COVID-19 is affecting consumer markets**

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- **The risk of vaccine-resistant strains of COVID-19 adds huge uncertainty**
  Figure 43: COVID-19 scenario forecasts, all retail sales, 2015-25
- **Extended COVID-19 disruption would limit spending**
- **COVID-19 market disruption: risks and outcomes**
  Figure 44: Summary of Mintel scenario expectations and the impact on the retail market, March 2021

## GROCERY MARKET FORECAST

- **Emergence of COVID-19 in 2020 will present tough comparatives for 2021**
  Figure 45: Growth in key food and drink retail categories, non-seasonally adjusted, 2020
  Figure 46: UK forecast for all grocery retail sales, at current prices, 2015-25
  Figure 47: UK forecast for all grocery retail sales, at current prices and constant prices, 2015-25
- **Further COVID-19 disruption would heighten grocery demand**
  Figure 48: COVID-19 scenario forecasts, all grocery sales, 2015-25
- **COVID-19 to mark a step-change in online grocery engagement**
  Figure 49: All online grocery sales as a proportion of all grocery retail sales, pre-and post-COVID-19, 2015-25

## NON-FOOD MARKET FORECAST

- **Almost all non-food stores suffer as a result of COVID-19**
  Figure 50: Non-food stores: growth, non-seasonally adjusted, and proportion of total non-food store sales, 2019-20
- **COVID-19 legacy will take multiple years for the non-food sector to recover from**
  Figure 51: UK forecast for all non-food store-based retail sales, at current prices, 2015-25
  Figure 52: UK forecast for all non-food store sales, at current prices and constant prices, 2015-25
- **Further COVID-19 disruption would spell disaster for the non-food sector**
  Figure 53: COVID-19 scenario forecasts, all non-food store sales, 2015-25

## FASHION MARKET FORECAST

- **Fashion hit hardest by the pandemic**

- **Younger consumers driving use of digital services and tools…**
  Figure 99: Impact of COVID-19 on digital forms of service, by age, February 2021
- **… and they will be the group which drives usage moving forward**
  Figure 100: Future intentions towards digital forms of service, by age, February 2021

## IMPACT AND LEGACY OF COVID-19 ON FOOTFALL

- **Strong desire to get back on the high street…**
  Figure 101: Attitudes towards shopping as part of a day out, by age, February 2021
- **…however it will be a slow build to pre-pandemic levels…**
  Figure 102: COVID-19 Tracker: Activities done as restrictions eased, 16-22 April 2021
- **…and will require the full feature set of the high street**
  Figure 103: Attitudes towards other physical businesses and shopping, by age, February 2021
- **Crucial that stores get back to full functionality**
  Figure 104: Attitudes towards trying/testing products in-store during the pandemic, by age, February 2021

## IMPACT AND LEGACY OF COVID-19 SAFETY MEASURES

- **COVID-19 measures create a mixed response from in-store shoppers**
  Figure 105: Attitudes towards COVID-19 safety measures, February 2021
- **Over half want mask wearing to remain even when the outbreak eases**
  Figure 106: Measures shoppers would like to see remain as the outbreak eases, February 2021
  Figure 107: Measures shoppers would like to see remain as the outbreak eases, by concern level regarding exposure to COVID-19, February 2021
- **Pandemic measures highlight some opportunities**
  Figure 108: Measures shoppers would like to see remain as the outbreak eases, by age, February 2021

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Data sources**
- **Market size data**
  Figure 109: Retail sales classifications, by SIC code, 2021

- **Abbreviations**
- **Consumer research methodology**
- **Market drivers and assumptions**
  Figure 110: Key drivers affecting Mintel's market forecast, 2020-24 (prepared 12 March 2021)
- **Forecast methodology**

## APPENDIX – CENTRAL FORECAST METHODOLOGY

- **All Retail Sales**
  Figure 111: Total retail sales, best and worst case forecast, 2020-25
- **All grocery retail sales**
  Figure 112: All grocery retail sales, best and worst case forecast, 2020-25
- **All non-food stores retail sales**
  Figure 113: All non-food stores retail sales, best and worst case forecast, 2020-25
- **All non-store retail sales**
  Figure 114: All non-store retail sales, best and worst case forecast, 2020-25
- **All online retail sales**
  Figure 115: All online retail sales, best and worst case forecast, 2020-25
- **All fashion stores retail sales**
  Figure 116: All fashion stores retail sales, best and worst case forecast, 2020-25
- **All household goods stores retail sales**
  Figure 117: All household goods stores retail sales, best and worst case forecast, 2020-25

## APPENDIX: COVID SCENARIO PERFORMANCE METHODOLOGY AND ASSUMPTIONS

- **Rapid COVID recovery, central and extended COVID disruption scenarios outline**
- **Scenario methodology**
- **Scenario performance**
- **Total retail sales**
  Figure 118: Total retail sales, scenario forecast, 2020-25
- **All grocery retail sales**
  Figure 119: All grocery retail sales, scenario forecast, 2020-25
- **All non-food stores retail sales**
  Figure 120: All non-food stores retail sales, scenario forecast, 2020-25
- **All non-store retail sales**

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