

Mass Merchandisers: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and mass merchandisers
- How mass merchandisers' value proposition will position them for growth during the recession, as it did in 2008
- Mass merchandisers position as a primary shopping destination and what that means for specialist retailers
- How mass retailers can improve the online experience moving forward

Unlike most retailers, mass merchandisers are currently benefiting from value-seeking shoppers who are prioritizing essential items, affordability and convenience. Some consumers are even shopping mass retailers more frequently and have more loyalty to them; consequently, sales at mass retailers will continue to grow. Their low-price guarantee and essential products get consumers in the door, but experiences (both in-store and online), such as external partnerships and online personal shopping services, will keep shoppers frequenting mass retailers.



"Mass merchandisers are one of the few retailers benefiting from the changes caused by the pandemic and recession. Consumers who are prioritizing essentials and value are gravitating to mass retailers as their primary shopping destination, resulting in positive sales growth expected to continue over the next five years."

– Alexis DeSalva Kahler,
Senior Analyst – Retail and eCommerce

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