

Mission Driven Retail: 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 the retail industry
- How the down economy is motivating consumers to shop not just for value, but also with their values
- The cause-related efforts consumers are interested in supporting through their shopping habits
- Consumers' attitudes related to CSR and DEI initiatives



"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 day."

- Diana Smith, Associate Director – Retail & eCommerce

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