

# Changing Retail Landscape: Incl Impact of COVID-19 - US - September 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the retail industry, inclusive of ecommerce
- The recessionary impact of how consumers are prioritizing their expenditures
- How consumers are shopping across channels by category
- The types of multichannel behaviors consumers engage in
- The types of in-store experiences consumers like and how this might evolve
- Key drivers of retailer preference

What is changing in the current retail landscape? Everything! Retailers will continue to invest in tools and technology to offer new or improved forms of shopping convenience to connect with current multichannel customers and welcome new ones. The role of the physical store could evolve to see more retailers use the space as a showroom or fulfillment center to better handle online orders. Ecommerce will continue to be a bright spot for most retail sectors, forcing some to shift attention to this channel in order to stay competitive and stay in business. In 2020, total retail sales are expected to be flat, while ecommerce sales will set new records, extraordinarily jumping 28%.



“COVID-19 is wreaking havoc on the retail industry and economy at large and will continue to force permanent change. Retailers will approach change in phases, remaining nimble enough to accommodate a constantly fluid environment while COVID-19 persists.”

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

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