

The Impact of Coronavirus on Retailing

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Abstracts

Nothing in the modern evolution of the industry has compared with the global disruption caused by the coronavirus (COVID-19) pandemic. Given that retailers sell across categories, the pandemic will negatively impact some more than others. The outlook is strongest for essential businesses, such as grocery retailers, and those with more well-equipped digital operations.

Euromonitor International's The Impact of Coronavirus on Retailing global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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