

The New Normal: Permanent Shifts Expected in the Retail and Hospitality Industries

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Abstracts

As the COVID-19 pandemic drives seismic shifts across consumer markets, the key question facing business strategists is which of these changes are more reactionary in nature versus signalling the start of a long-term behavioural shift. This briefing explores which of these shifts will likely become permanent across the retail and hospitality industries in the post-pandemic era, providing a glimpse of the new normal for those operating in these consumer-facing environments.

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