



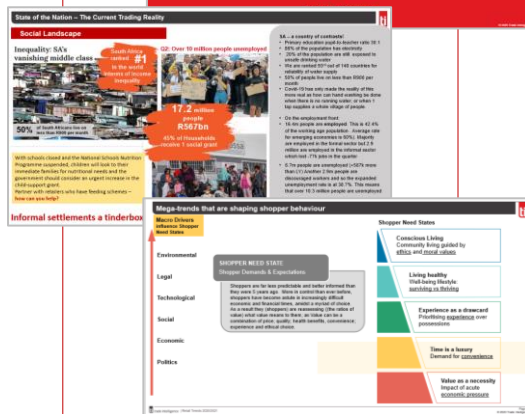
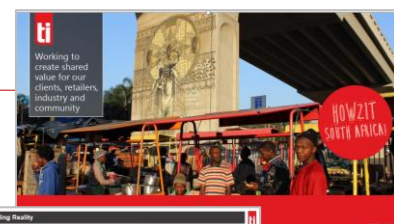
RETAIL TRENDS in the time of COVID-19

Understanding your trading context to set business strategy

It is imperative to understand the context of where you trade, the macro economic factors at play, and who is winning and losing, in order to allocate resources for the best return on investment. Brand, Category Customer activation plans need to centre around how to attract the shopper through the retailers. To do this, one need to understand what the retailer is doing externally and internally to grow business and shopper footfall.

Why invest in this Report

- Usually reserved for presentation purposes only, **Retail Trends** is the pinnacle of TI's reports, combining **snapshots and cross-sections of insight** from all our reports. Thanks to its added COVID-19 impact lens, it is now being offered as a once-off **situational report- Retail Trends in the time of COVID-19**
- Understand how the macro-PESTLE factors and the COVID-19 pandemic are influencing trading
- Get a comparative snapshot of who is winning and losing in the corporate and independent sectors
- View shopper need states and their influence on retail
- Uncover the trends in retailers' responses
- Implications and opportunities available to suppliers are highlighted throughout the report
- It is a ready-to-use insights and image-rich report that is easy to access



Content Framework

- **PESTLE factors** and how they are affecting retail
- **Who is winning and losing comparatively** in retail and wholesale
- **Retail Trends** - How the retailers are responding to contextual factors (including COVID-19)

