



# **COVID-19 Retail Industry Sentiment Survey**

## Key findings

Week commencing 13 April 2020

# Introduction

To help identify the business impact of COVID-19 in the retail industry, Deloitte is conducting a weekly survey of sentiment from retail executives

- These are the key findings from the Deloitte Retail Industry Sentiment Survey, conducted in April 2020, as part of our ongoing coverage of the UK retail industry. The findings are based on the responses of 40 senior figures representing businesses with a combined 2019 revenues of over £100 billion across both food and non-food retail.
- The findings in this document represent the first survey conducted during the week of April 13, 2020.
- Stay tuned for our next set of COVID-19 Retail Industry Sentiment Survey findings and please contact: [ukdeloitte retail2@deloitte.co.uk](mailto:ukdeloitte retail2@deloitte.co.uk) to sign up.

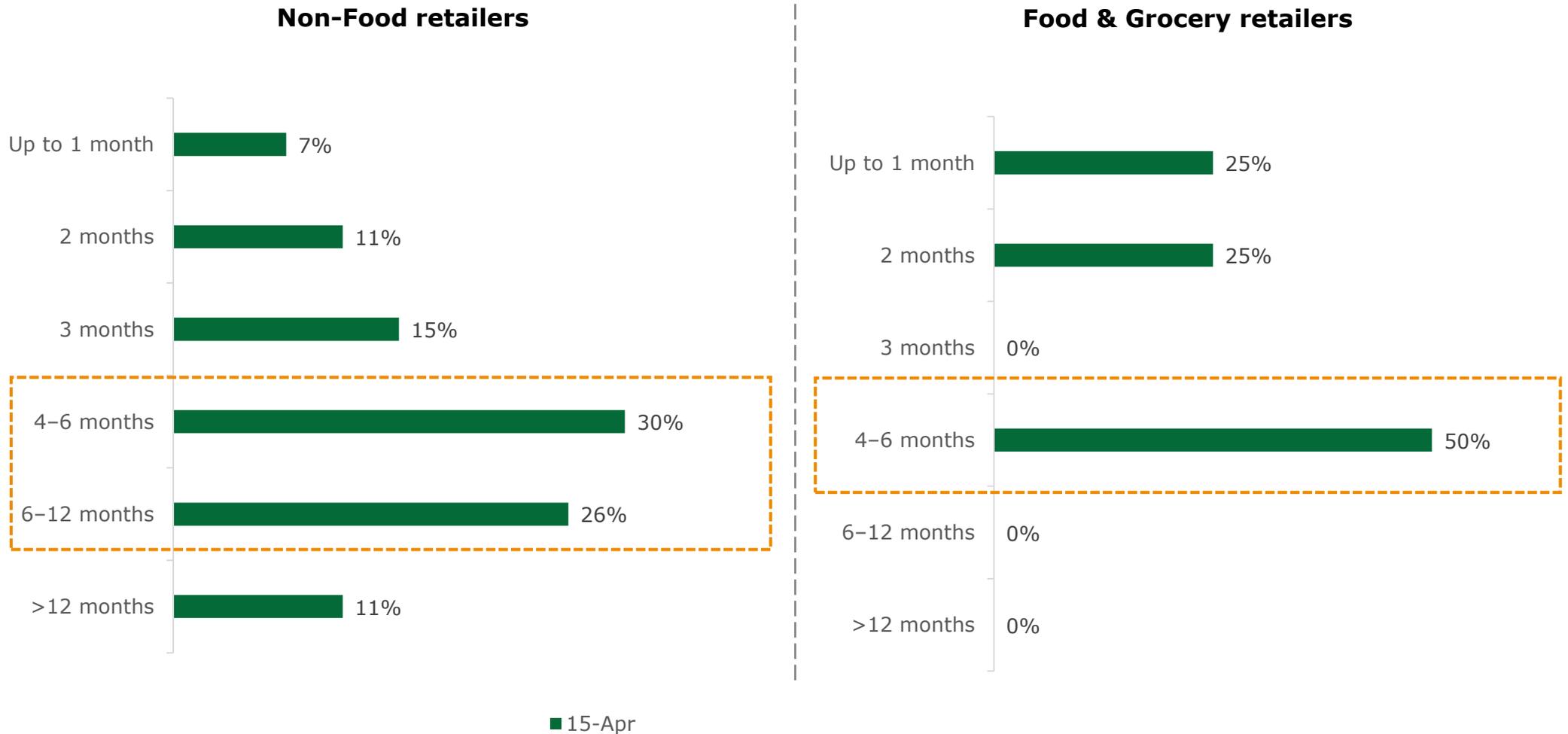


*Deloitte treats survey responses as being made in the strictest confidence. Access to such responses is restricted to those within the firm working on the survey. The results of the survey will solely consist of data aggregated from individual responses to our questions, therefore respondents will not be identified on an individual basis. The data for the survey is collected via an open weblink and as such, participation is not limited to a controlled list of intended recipients.*

# Survey responses

# Length of the disruption to the retail sector

67% of respondents in non-food retail expect the disruption to last 4 months or more i.e. beyond the summer; almost a quarter of respondents feel the disruption will last for 6–12 months, while food retailers are more optimistic



Q1: From now, how long do you expect material disruption to your business to last?

# Retail industry's recovery speed

Once the pandemic is contained, one-third of respondents (33%) in non-food retail believe the industry will take about 1–3 months to recover; 41% believe it will take more than 6 months for normalcy to return

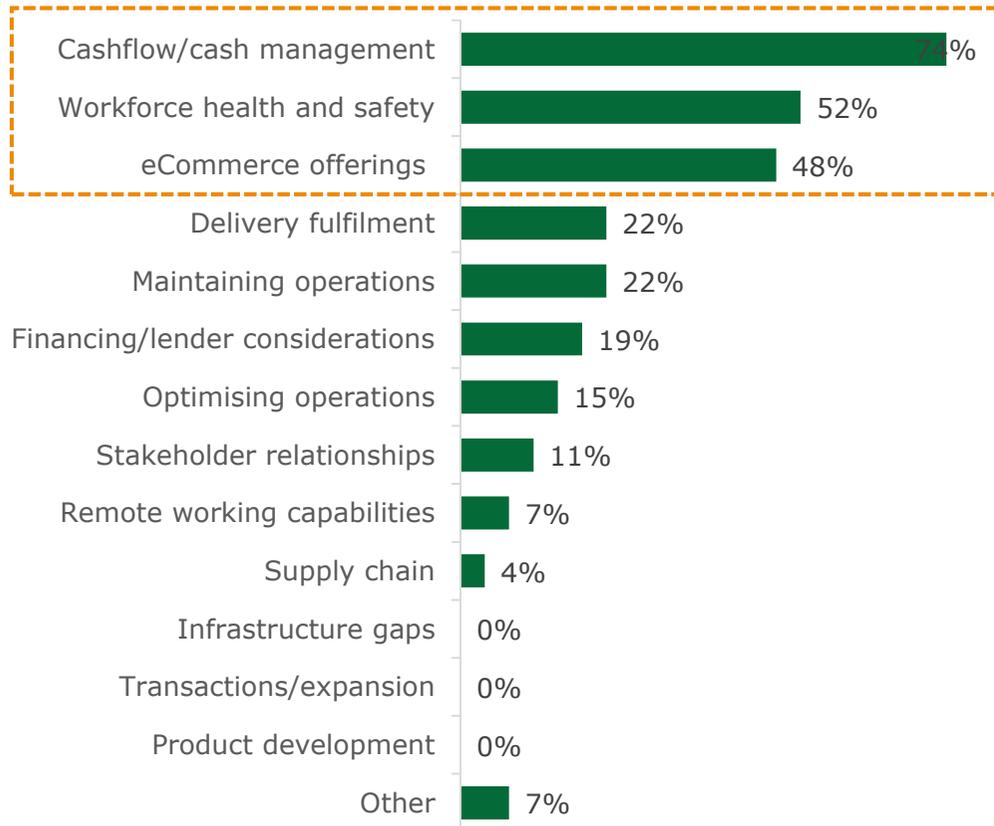


Q2: Once the COVID-19 outbreak is contained, how long do you estimate it will take for your business to get back to business as usual?

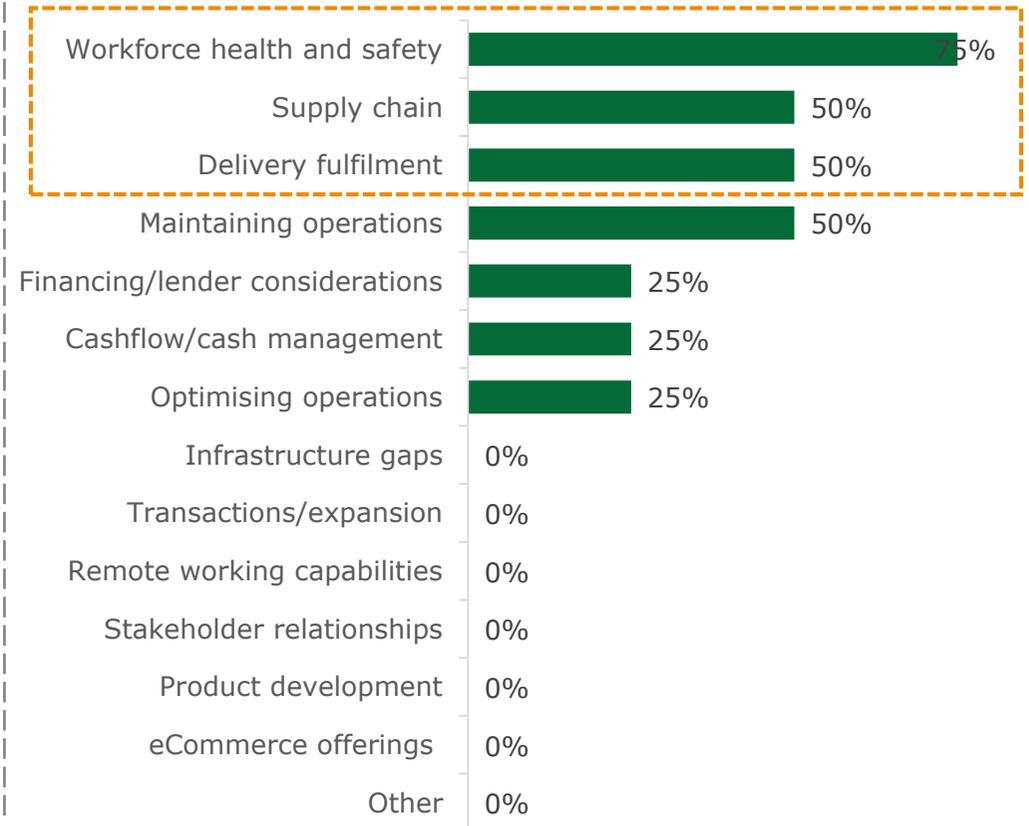
# Current key priorities

Cash management, workforce health and safety and eCommerce offerings are the top three priorities over the next four weeks for non-food retailers while workforce health and safety, supply chain and delivery fulfilment are key priorities for food and grocery retailers

## Non-Food retailers



## Food & Grocery retailers

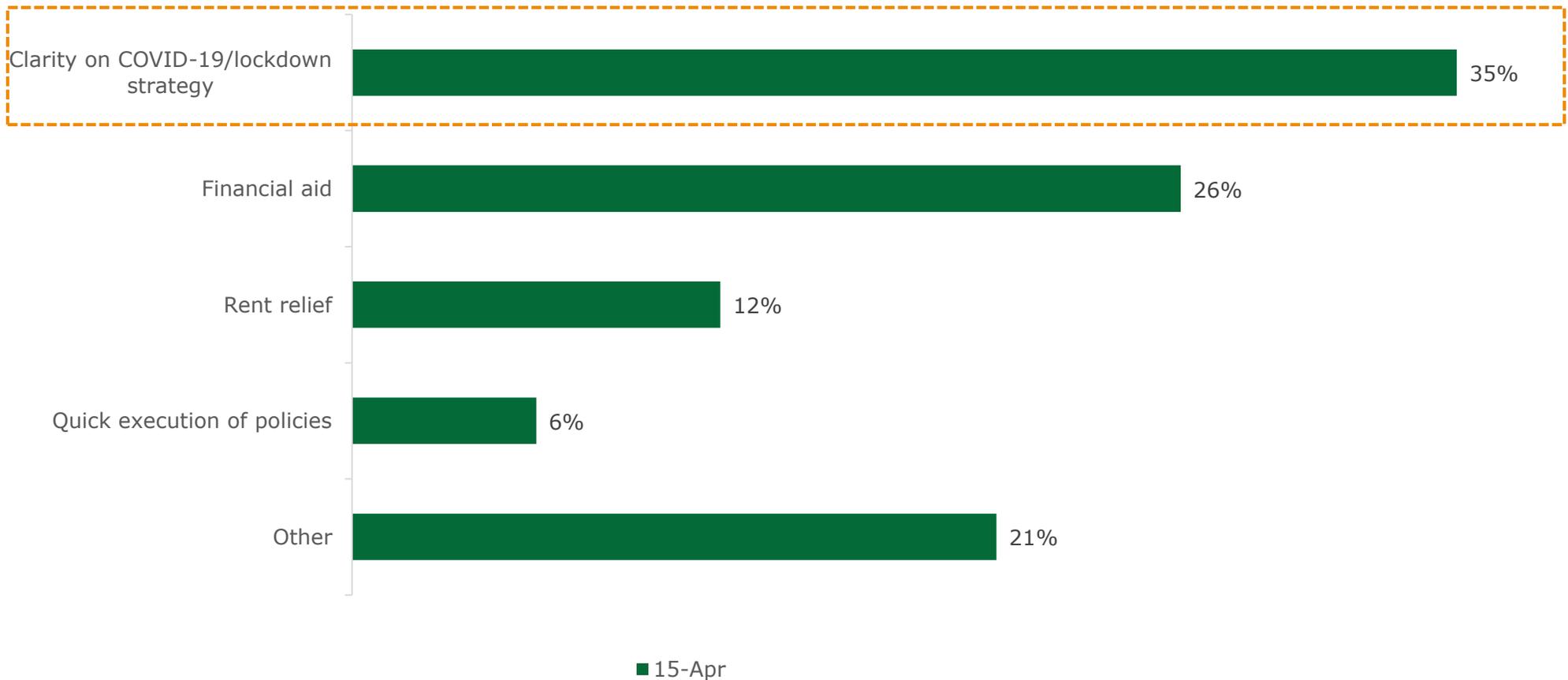


■ 15-Apr

Q3: What are your key priorities over the next four weeks? (multiple answers possible)

## Government's priorities to support the industry

A high proportion of respondents (35%) believe that the government should prioritise clear communication of COVID-19 combat strategy for the retail industry; financial aid is the number two priority for respondents, followed by rent relief



Q4: What additional government support would you like to help you cope with COVID-19?

# Contacts

Please get in touch if you have any questions



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