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COVID-19 Retail Industry Sentiment Survey

Key findings

Week commencing 20 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

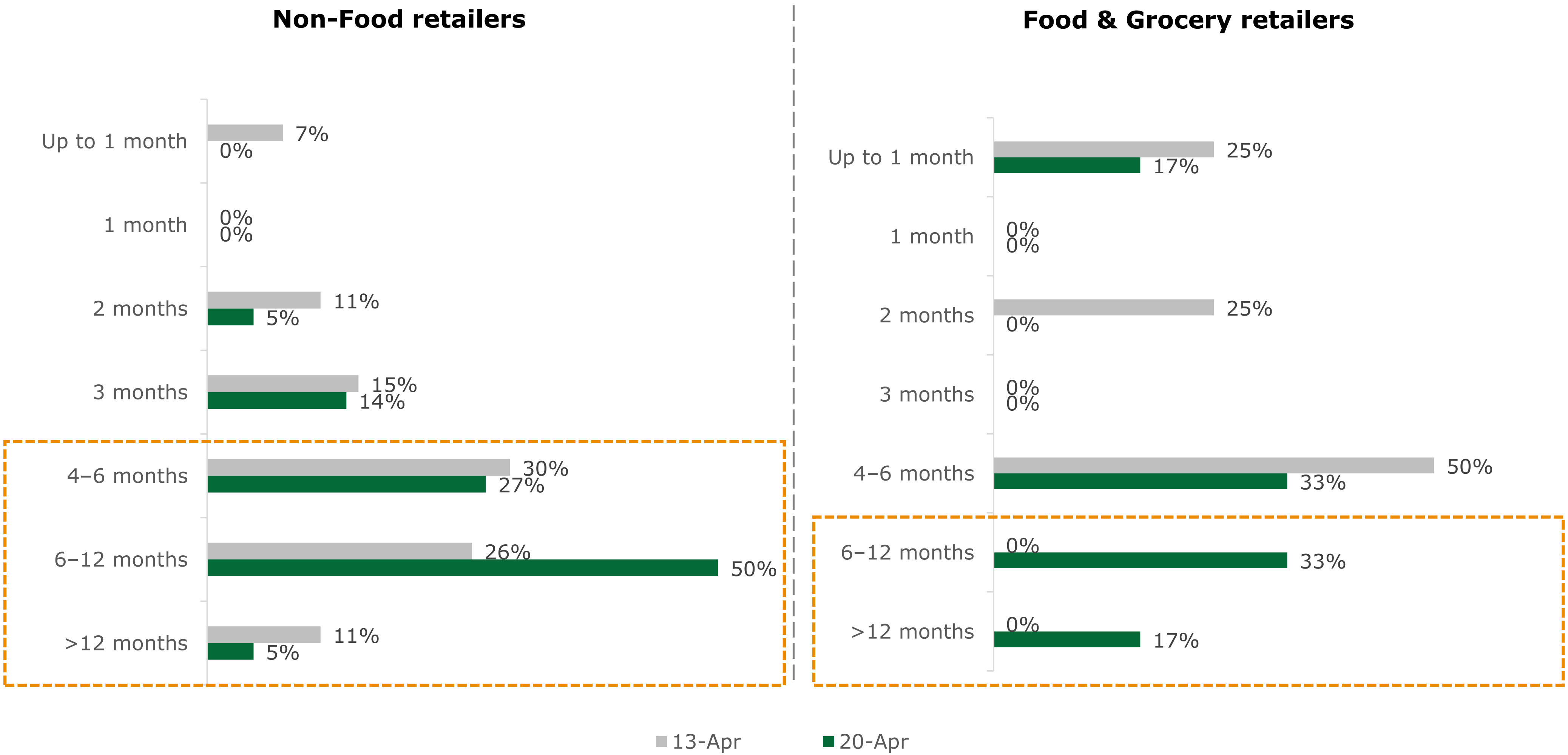
- These are the key findings from the Deloitte Retail Industry Sentiment Survey, conducted in April 2020, as part of our ongoing coverage of the retail industry in UK and Ireland. The findings are based on the responses of 40 senior figures (50% c-suite) representing businesses with a combined 2019 revenue of over £120 billon across both food and non food retail.
- The findings in this document represent the second survey conducted during the week of April 20, 2020.
- Stay tuned for our next set of COVID-19 Retail Industry Sentiment Survey findings and please visit our registration page 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

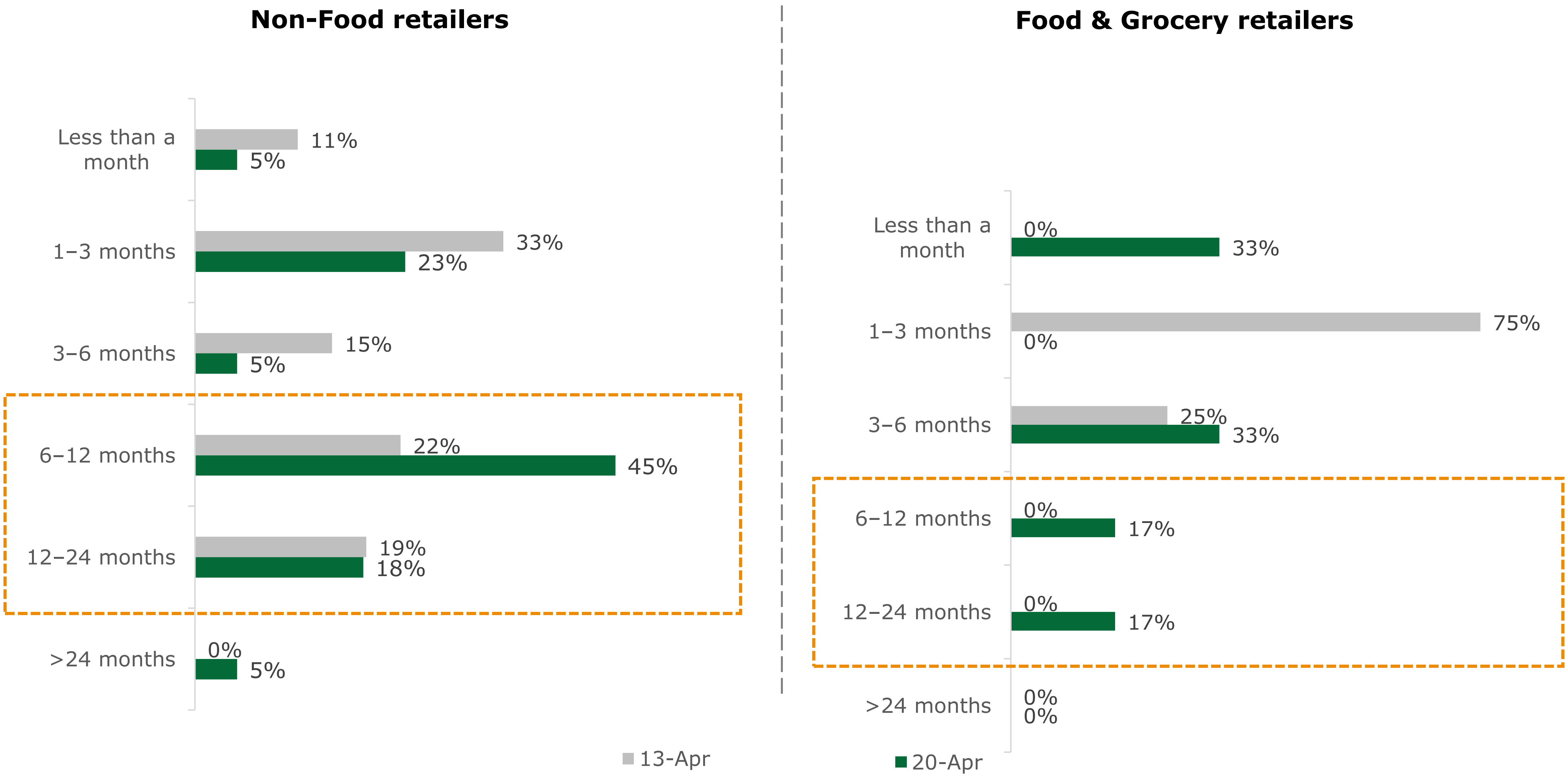
Retailers are becoming more negative about the amount of time disruption will last – with approximately half of all retailers expecting disruption to last for more than 6 months



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

Retail industry’s recovery speed

Retailers are also more negative this week about the speed at which the sector will recover once the pandemic is contained - 63% on non-food retailers believe it will take more than 6 months for normalcy to return (vs. 41% last week), this compares to 34% of food retailers (up from 0% last week)

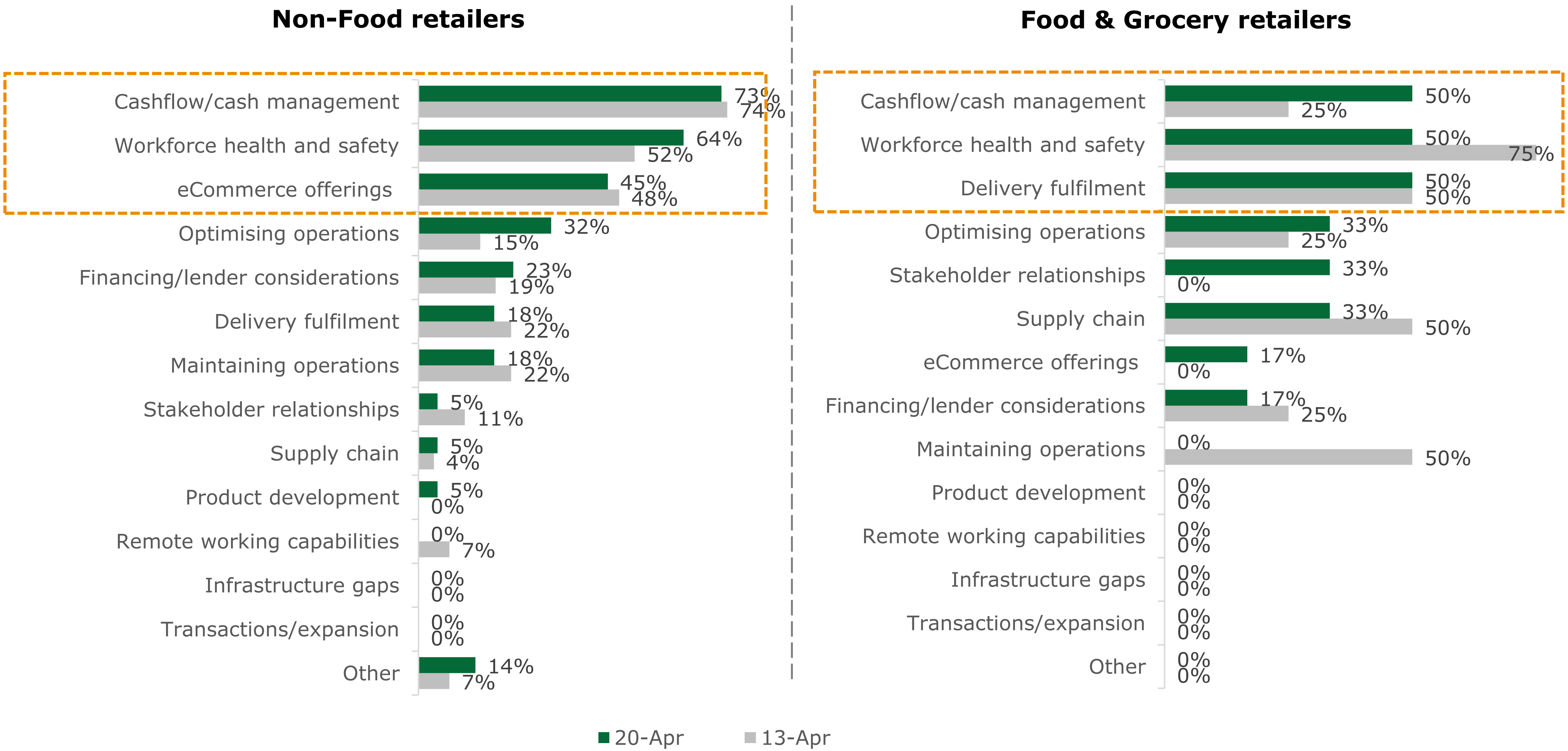


Q2: Once the COVID-19 pandemic is contained, how long do you estimate it will take for your business to get back to business as usual?

Note: Please note that percentages may not add up to 100% due to rounding-off error

Current key priorities

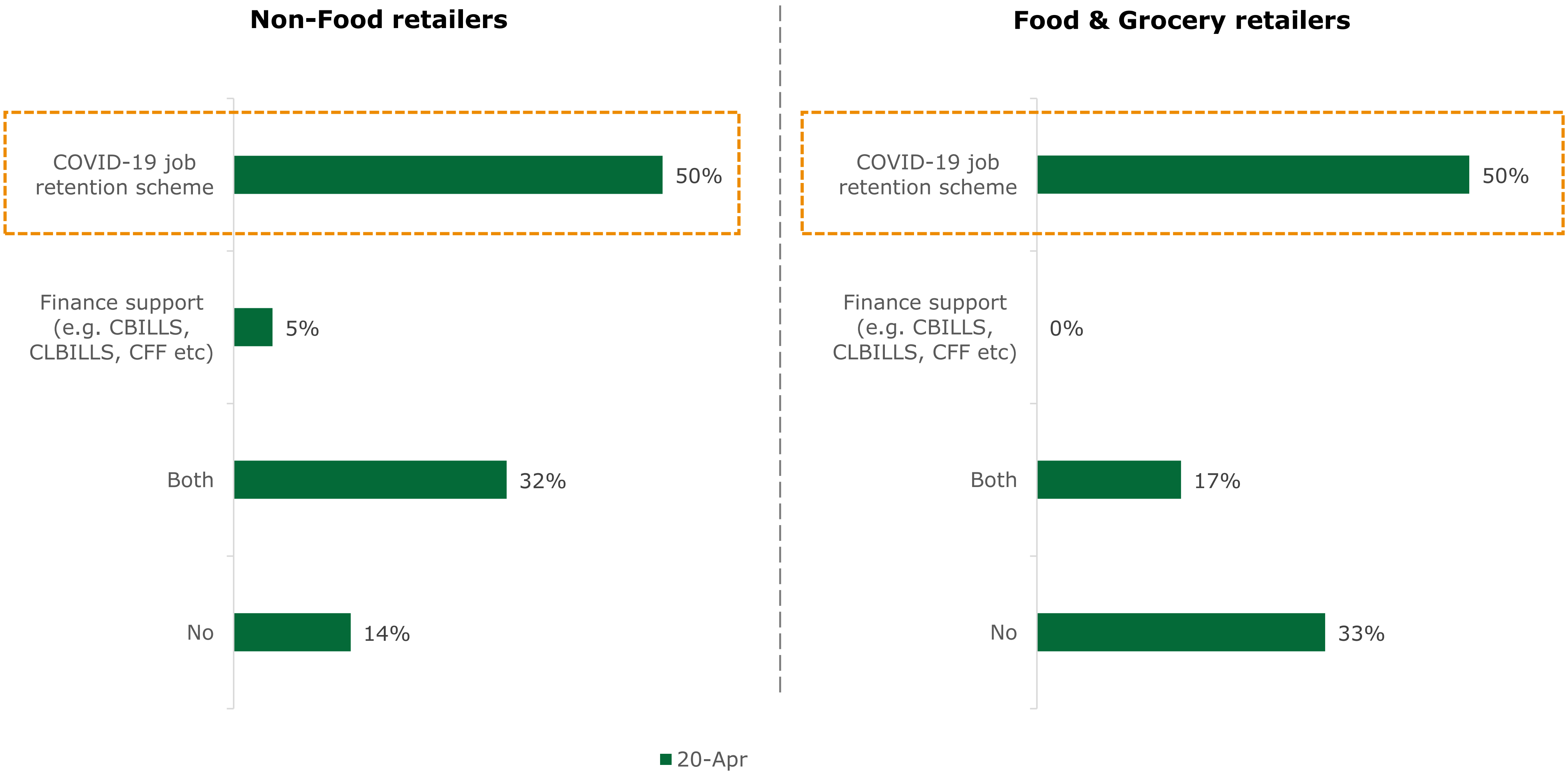
Cash management, workforce health and safety are the top two priorities for both food and non-food retailers this week, with eCommerce offerings number three for non-food retailers and delivery fulfilment number three for food retailers



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

Government-backed schemes

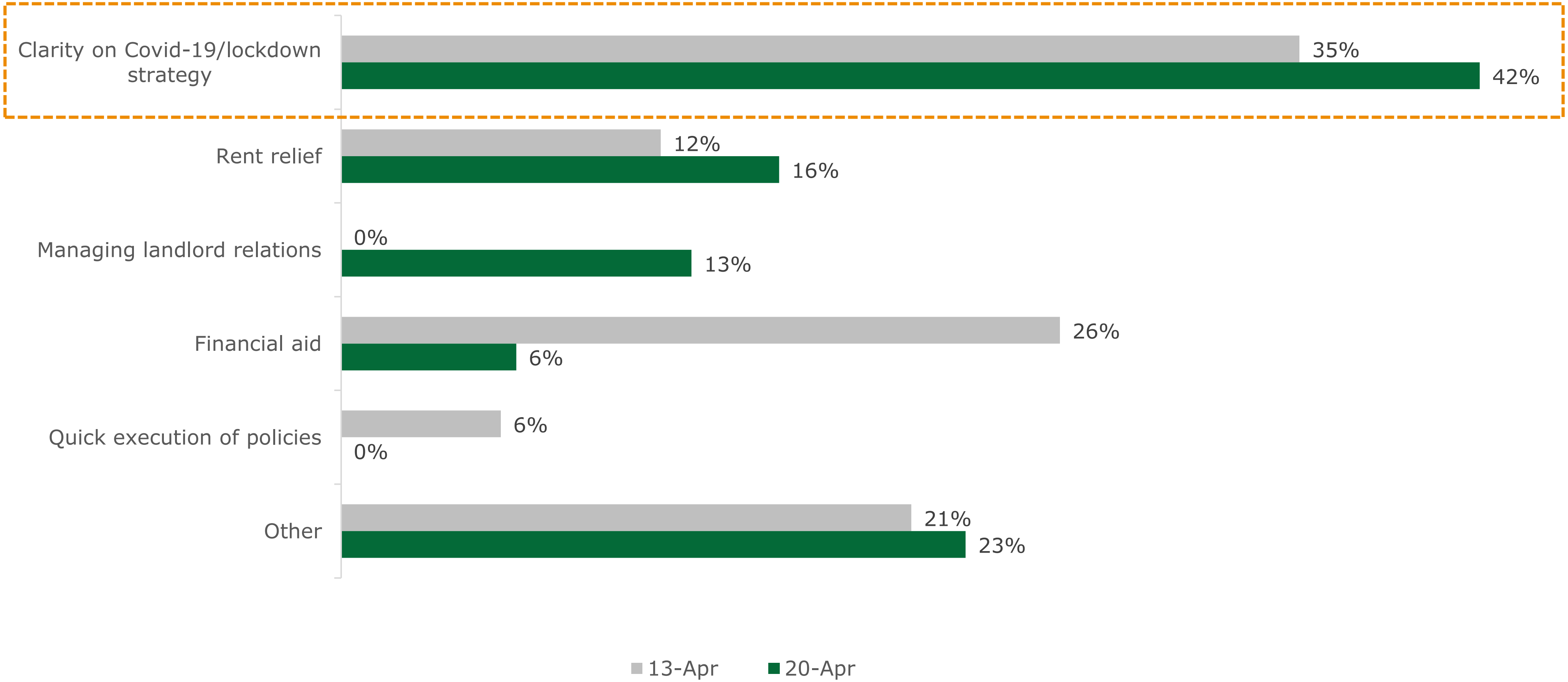
86% of non-food retailers and 67% food retailers have participated in one or more of the government support schemes, with the job retention scheme proving the most popular



Q4: Have you participated or do you plan to participate in any of the following Government-backed schemes?

Government's priorities to support the industry

42% of respondents believe that the government should provide more clarity on lockdown strategy; rent relief is the number two priority for respondents, followed by support in managing landlord relations



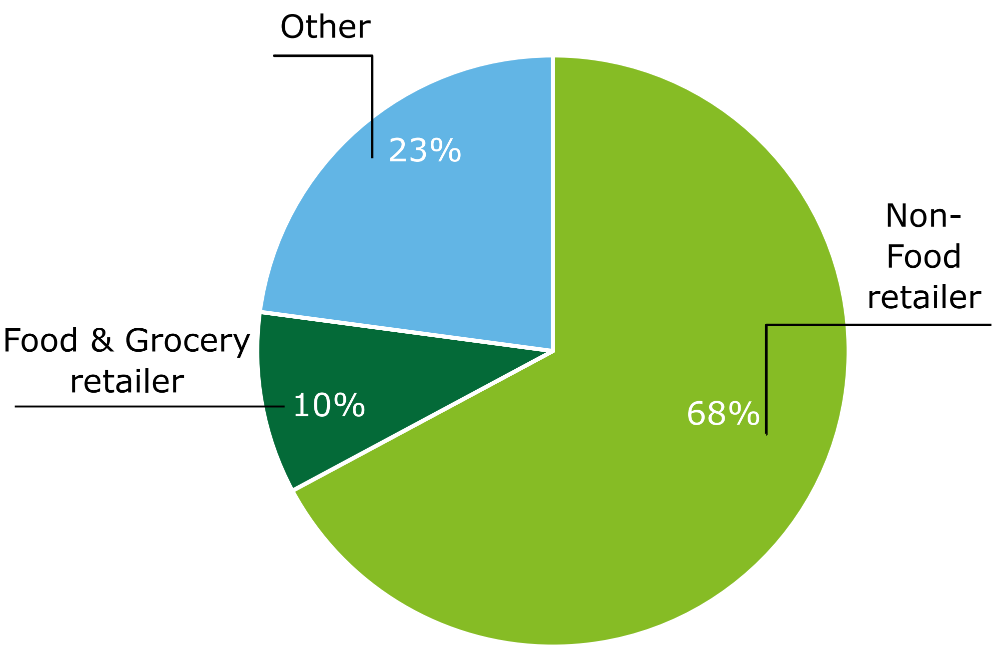
Q5: What additional government support would you like to help you cope with COVID-19?

Appendix

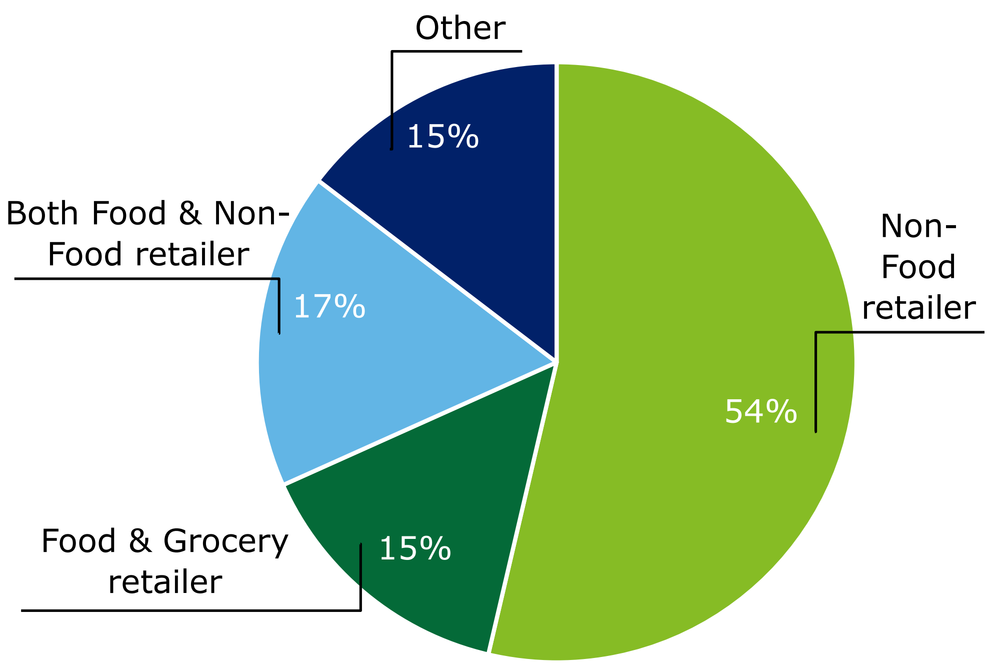
Respondent profile

Almost half of the respondents (54%) identified themselves as pure Non-Food retailers in the second Retail Industry Sentiment Survey rolled out in week commencing April 22

Week - April 13



Week - April 20



Q: Is your business predominantly a Food & Grocery retailer or a Non-Food retailer?

Note: Please note that 'Other' in Week of April 13 includes two respondents who have identified themselves as both Food and Non-Food retailers

Contacts

Please get in touch if you have any questions

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