

The Impact of Coronavirus on Retailing in Australia

June 2020

Table of Contents

INTRODUCTION

Scope

COVID-19 strikes economies differently than the 2008 financial crisis

ECONOMIC OUTLOOK

Global economy will contract sharply in 2020

COVID-19 in Australia

Three scenarios examine the impact of a more severe outbreak

In our baseline view, the pandemic peaks in June 2020

The COVID-19 pandemic impacts both supply and demand in Australia

Euromonitor's COVID-19 scenarios in Australia over 2019-2025 (1)

Euromonitor's COVID-19 scenarios in Australia over 2019-2025 (2)

RETAILING - SHORT-TERM IMPACTS

Digital engagement with customers becomes main strategy Increased proximity payments

Logistics disruption

Commercial rent battles

RETAILING - LONG-TERM IMPACTS

Catalyst for the decline of physical stores? Is environmental sustainability no longer a long-term concern? Behavioural changes in the grocery sector

RETAILING - SUMMARY AND DEVELOPMENTS

Importance of fulfilment and last-mile delivery Revitalising e-commerce strategies Support local Key takeaways

CONCLUSION

About Euromonitor International's Macro Model

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-impact-of-coronavirus-on-retailing-in-australia/report.