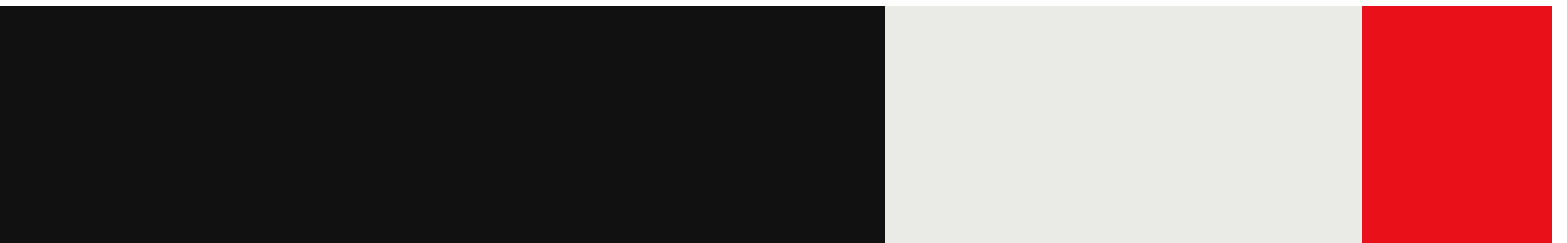


Reimagining Retail: Unexpected pandemic consequences for retailers and brands that will pop in 2022

Audio



On this episode of our new Behind the Numbers show, Reimagining Retail, our analyst Suzy Davidkhanian hosts author and keynote and strategic advisor Steve Dennis to discuss overlooked consequences the pandemic has had on retailers outside of the much-discussed supply chain and consumer loyalty woes. They also identify several smaller, lesser-known brands they think will pop in 2022.

Change in Digital Purchases Due to the Coronavirus Pandemic According to US Adults, July 2021

% of respondents



Note: ages 18+; compared to 2019

Source: R.R. Donnelley & Sons Company, "The (Un)Expected Report," Oct 5, 2021

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