

When Will Shopping Activity Resume?

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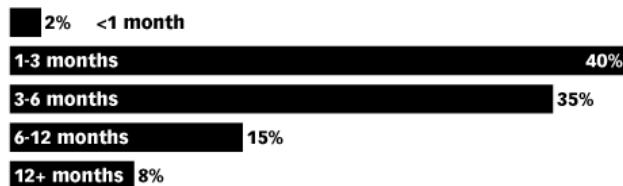
Rimma Kats

Due to the pandemic, retailers are currently struggling with finances, logistics and maintaining relevance. With stay-at-home orders still in place indefinitely, many companies are wondering when they can get back to business as usual.

According to March 2020 data from [Narvar](#) and [Forrester](#), 58% of US retailers believed shopping activity would return to normal in at least three months, while 40% said one to three months. Only 2% said they expected a bounce back in less than 30 days.

Coronavirus Impact: Length of Time that US* Retailers Expect Retailer and Shopper Activity to Resume as Normal, March 2020**

% of respondents



Note: *majority from the US; **due to the coronavirus pandemic
Source: Narvar and Forrester, "How Retailers Are Pivoting During the COVID-19 Crisis" as cited in blog post, April 2, 2020

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It's important to note that this is just one study. It's tough to speculate when shopping will be revived, as uncertainty over the reopening of

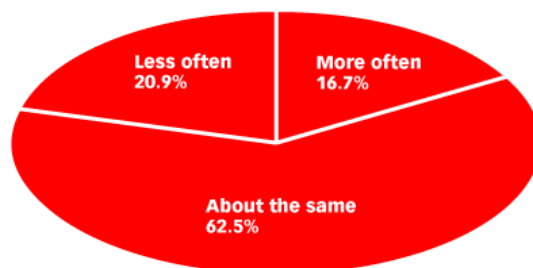
brick-and-mortars will continue on a state-by-state basis. In the past week, retail stores in Alaska, Colorado, Georgia, Mississippi, Montana and South Carolina reopened (with restrictions), but the majority of states are still waiting for shelter-in-place measures to be lifted, and that will take time.

Local businesses in particular have been feeling the effects of the pandemic. **More than a third of local marketers** said they were losing customers as a result of it, according to March 2020 data from **BrightLocal**. And many expected those impacts to continue as more consumers avoid shopping in physical stores.

But there may be a silver lining for retailers once quarantines end. Some 16.7% of US adults said they would shop more often at physical stores after the coronavirus pandemic is resolved, per March 31 data from **Business Insider Intelligence**.

How Often Do US Adults Think They Will Shop in Physical Stores After the Coronavirus Pandemic Is Resolved?

% of respondents, March 31, 2020



Note: ages 18+; compared with before the pandemic; numbers may not add up to 100% due to rounding
Source: Business Insider Intelligence, "Coronavirus Consumer Survey," April 6, 2020

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Nearly two-thirds (62.5%) said they would shop at about the same frequency as they did before the pandemic. What that shopping will look like, however, may be different from pre-pandemic behaviors. Retailers will likely adopt certain safety and social-distancing measures as they continue to navigate this new normal.

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