



# RETAIL TRADE RETURNED TO PRE-CRISIS LEVELS

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**ВЕДОМОСТИ**



**Sales of clothing and footwear in April fell by 85% during the quarantine**

**Sales of jewelry stores decreased in April by 75% during the quarantine**

**Online sales grew in April by 89%**

## **WHY?**

Offline clothing and footwear stores, as well as jewelry stores had the hardest time during the period of self-isolation because these retail businesses did not have online stores.

## **HOW THIS SITUATION AFFECTS THE BUSINESS?**

This experience may lead many retail businesses to open the online stores as most of the consumers have learned how to make purchases online. Online shopping has become a habit for many people during the quarantine.

**ВЕДОМОСТИ**