



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