

Thought Leadership Research

Be a thought leader in the UK retail industry

A blue paper boat, partially filled with a white substance, floating on a blue surface. The boat is made of folded paper and has a simple, functional design.

01 Retail Economics

Who are we and what we do

02 Case studies

A selection of thought leadership case studies

03 Thought leadership process

Our five step end-to-end service

04 Why Retail Economics?

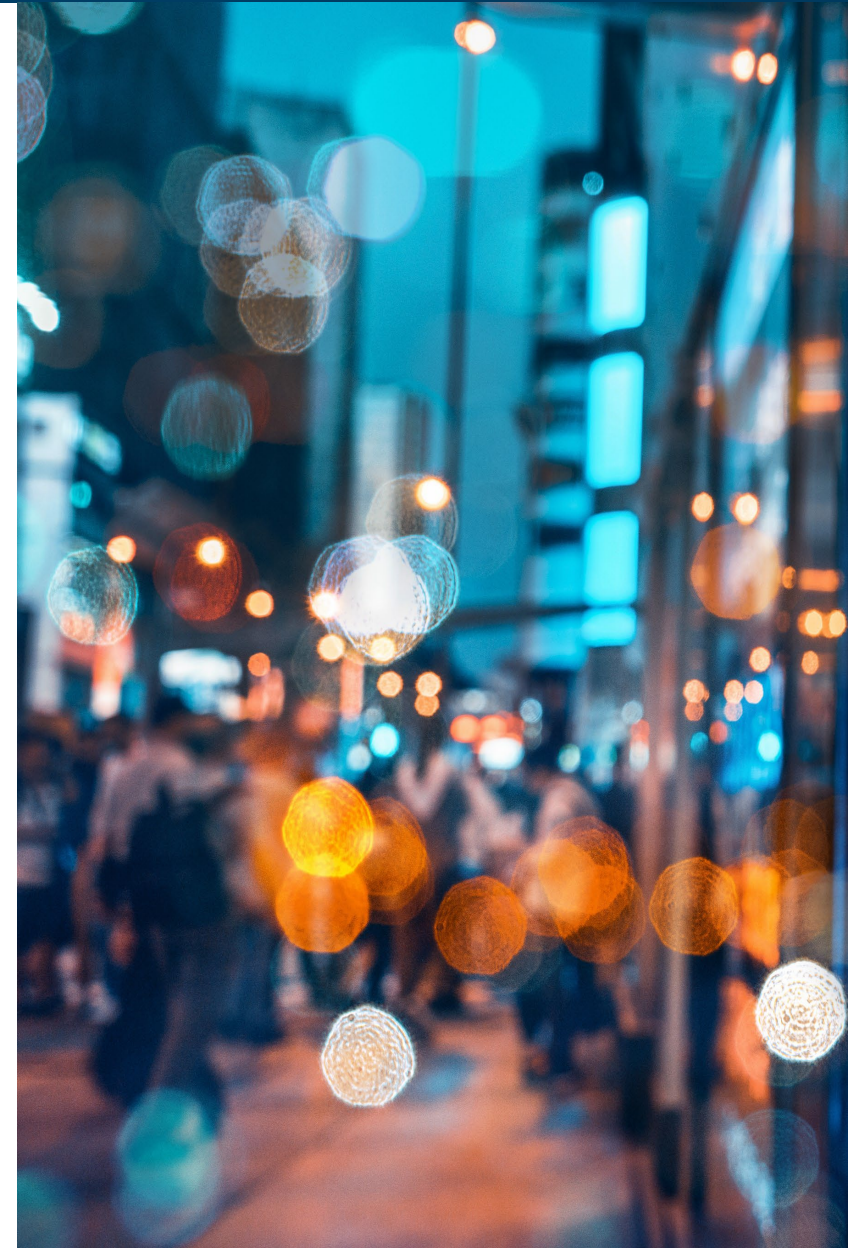
Reasons to choose us

1. Retail Economics

Who we are

Retail Economics is an independent economics research consultancy focused on the UK consumer and retail industry.

- We are economists and industry experts whose ethos is to put economic analysis at the heart of retail insight
- We're completely independent which ensures unbiased opinions, predicated on a laser-like focus towards the consumer and retail industry
- Drawing out actionable insight for our clients, we analyse the complex retail economic landscape and leverage our own proprietary retail data and apply rigorous economic analysis

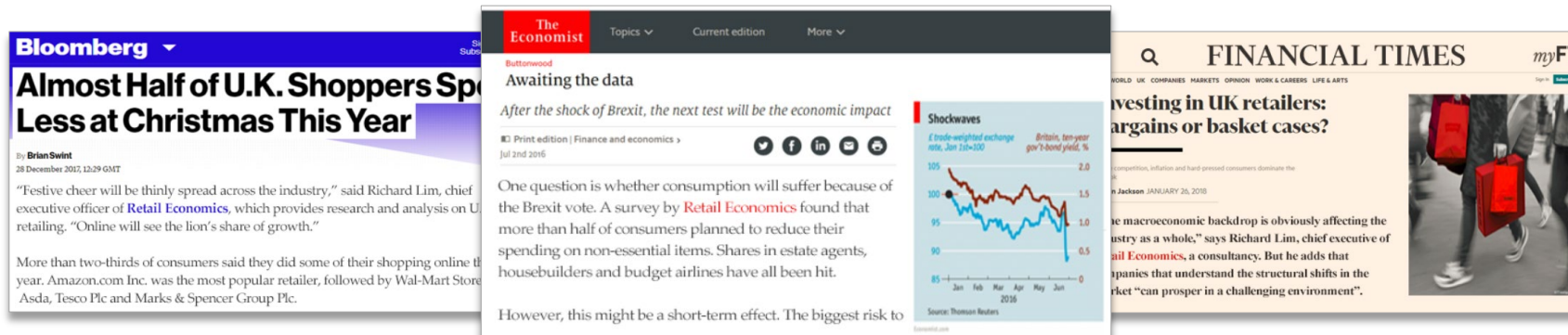


1. Our opinions shape debates

On official broadcasts...



...and in the press



2. Case study: O2 'The Big Ask'

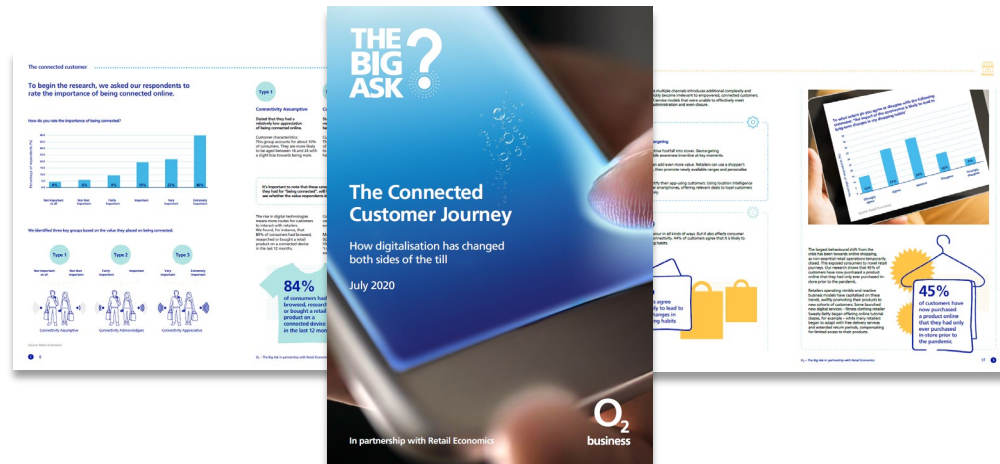
Project overview

Project Brief

Create thought leadership research around the impact of increasing connectivity on the retail customer journey.

Research output

24-page report



Why the project worked

- ✓ Anticipation of topic demand
- ✓ Original insights
- ✓ Timely delivery

Project exposure snapshot

- ✓ 28 pieces of coverage
- ✓ 11 Nationals
- ✓ 12 Regional
- ✓ 5 Consumer and Trade
- ✓ Social media posts

2. Case study: O2 'The Big Ask'

National coverage

The Telegraph

Shift to online grocery shopping is 'irreversible', Waitrose boss says as it is embraced by over-55s

The grocer is planning to expand delivery capacity to 250,000 a week and added 150 vans to its fleet in June

The Daily Telegraph



DAILY EXPRESS

Britons plan to change shopping habits post-lockdown - will you?

MONEY saving and shopping patterns are difficult habits to change, however, with the onset of the lockdown crisis, research has revealed many Britons will be reevaluating their standard routine.

By REBEKAH EVANS
PUBLISHED: 09:08, Thu, Aug 20, 2020 | UPDATED: 14:09, Thu, Aug 20, 2020
SHARE f TWEET in p



MailOnline

Almost half consumers expect to permanently change shopping habits post-Covid

By PRESS ASSOCIATION
PUBLISHED: 00:02, 20 August 2020 | UPDATED: 00:02, 20 August 2020



2. Case study: O2 'The Big Ask'

Regional and National coverage



Almost half consumers expect to permanently change shopping habits post-Covid

© Thursday 22 August 2020, 12:07pm



Covid-19 crisis set to bring retail revolution with consumers pledging to shop more online

Research showed that 47 per cent of people think the number of times they purchase goods online will definitely increase



Four charts that show how shopper behaviour will change after the pandemic

By Grace Densten | 10 August 2020



Almost half of UK shoppers have said they believe the coronavirus pandemic will have a permanent impact on their habits, according to new research.

Research by O2 Business and Retail Economics revealed that 44% think they will see permanent changes to the way they shop, with many saying they expect to shop online more regularly.



Almost half consumers expect to permanently change shopping habits post-Covid



Almost half consumers expect to permanently change shopping habits post-Covid



'Three quarters of UK does grocery shopping online'



Almost half consumers expect to permanently change shopping habits post-Covid

By Peter Ross-Gordon | August 20, 2020, 12:04pm



Covid-19 crisis set to bring retail revolution with consumers pledging to shop more online

Research showed that 47 per cent of people think the number of times they purchase goods online will definitely increase



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Research showed that 47 per cent of people think the number of times they purchase goods online will definitely increase



E-commerce consumers looking to increase frequency of purchases

By MICHELLE MOONEY — 19th August 2020



Close To Half Of UK Shoppers Believe COVID-19 Will 'Permanently Change' the Way They Shop



Almost half consumers expect to permanently change shopping habits post-Covid



Almost half consumers expect to permanently change shopping habits post-Covid

UK News | Published: Aug 20, 2020



2. Case study: A&M ‘Surviving the Cash Crunch’

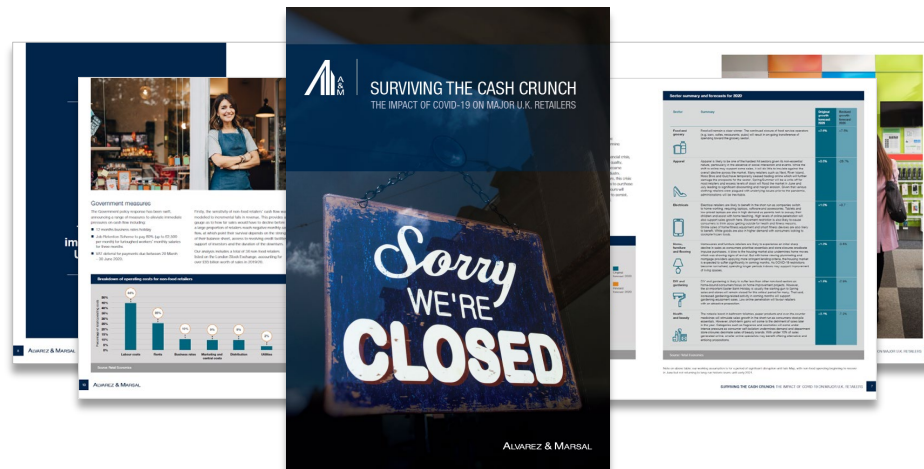
Project overview

Project Brief

Create thought leadership research around the impact of COVID-19 on major UK retailers.

Research output

24-page report



Why the project worked

- ✓ Project time critical and delivered on time
- ✓ High demand insights within topic
- ✓ Original insights

Project exposure snapshot

- ✓ 27 pieces of coverage
- ✓ 19 Nationals
- ✓ 5 Media interviews
- ✓ 5 Social media posts

2. Case study: A&M ‘Surviving the Cash Crunch’

Key messages landed



Richard Flemming said: “Retailers need to ask themselves tough questions and take steps to address underlying operational issues while they still have the chance.”



According to research from Retail Economics and **Alvarez and Marsal**, sales across the UK's fashion retail sector are thought to have **plunged by 70% since the lockdown**, forcing retailers including Primark and Next to pause or cancel orders.



The high street “will take on a very different form once the pandemic is over, **Erin Brookes**, a managing director at A&M said: “weaker players will unfortunately cease to exist.”



Richard Flemming said: “But prudent retailers are still pivoting their focus towards what cashflow they have and can expect in future.”



All major retailers are operating in negative cashflow, the report found after the coronavirus dive in sales exacerbated an already precarious situation in the UK high street.



The report on retailers found that even if sales dropped 10% during the lockdown period, more than **two-thirds of retailers would fall into negative cashflow.**”

2. Case study: A&M ‘Surviving the Cash Crunch’

National coverage

The Telegraph

Economy > Companies > Markets > A&M

Half of non-food retailers will run out of cash if lockdown lasts until summer

Despite help from the government, weaker players will cease to exist

BBC

NEWS

Home Coronavirus US Election UK World Business Politics Tech Science

Business Your Money Market Data Companies Economy

Coronavirus: Next website halts orders hours after reopening

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THE TIMES

Non-food retailers may run out of cash in coronavirus lockdown

FOR ALL THE FASHION BUSINESS
Drapers

Retailers' working capital could 'deplete within six months'

Half of the UK's major non-food retailers will deplete their entire working capital within six months if the current lockdown period continues through the summer a new report has found.

THE TIMES

Clothes retailers face £15bn of write-offs as stock lies unsold

RETAIL GAZETTE

Fashion retailers may have to write-off £15bn worth of spring and summer stock

CITY A.M.

Coronavirus: Half of major UK retailers 'could run out of cash' as sales dive

Business Matters
UK's leading business magazine

Clothing retailers face £15bn of write-offs as stock lies unsold

yahoo!

Coronavirus: Next online store forced to halt sales within hours of reopening

THE Sun

RETAIL PAIN Half of retailers face administration by the end of the summer due to coronavirus lockdown

FASHIONUNITED

UK fashion retailers face billions in SS20 stock write-offs

MailOnline

HALF of UK retailers face closure if coronavirus lockdown continues until August

DAILY EXPRESS

High street shops on the brink: Half of retailers face administration by end of summer

DAILY STAR

Coronavirus lockdown may spell end of UK high street as many retailers struggle

Mirror

Coronavirus: Labour's Keir Starmer calls for public to be shown lockdown exit strategy

LONDON loves BUSINESS

Experts warns high street giants could be wiped over lockdown

The Argus

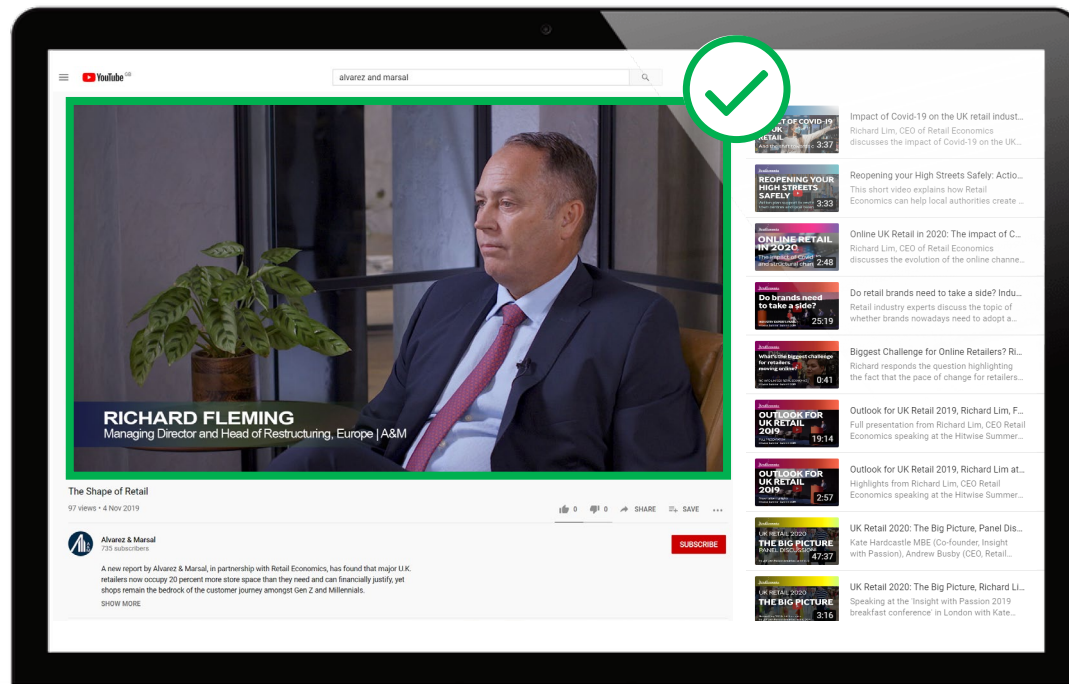
HALF of UK retailers face closure if coronavirus lockdown continues until August

By Charlotte Hoxby | [Twitter](#) [LinkedIn](#)

2. Case study: A&M ‘Surviving the Cash Crunch’

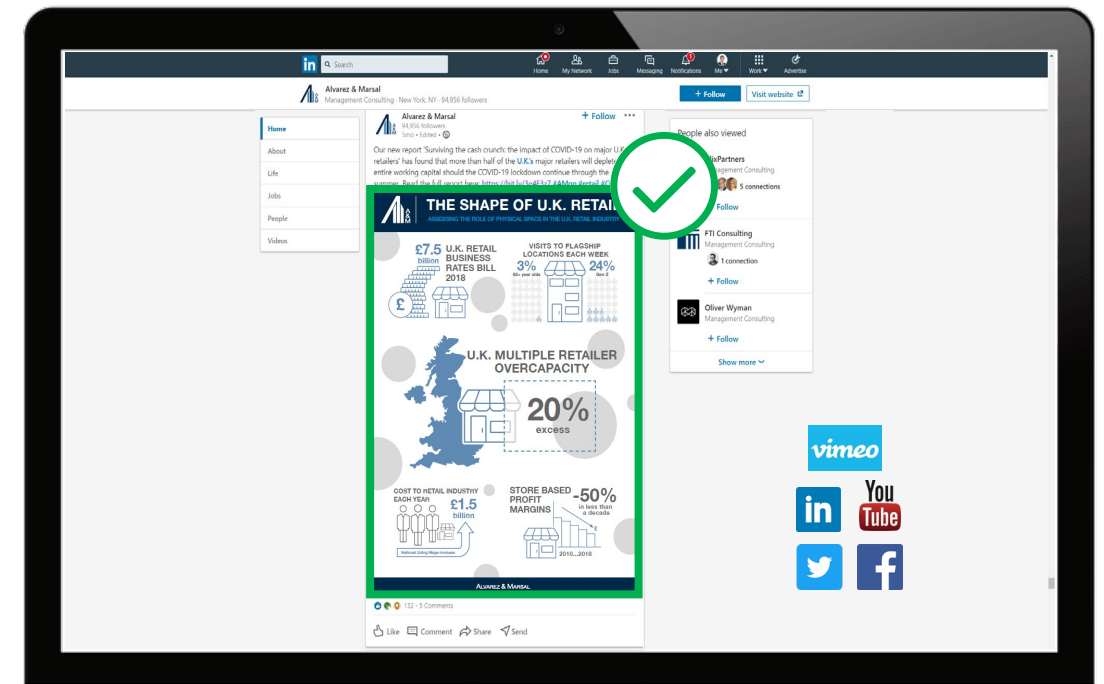
We also produced digital content for the project launch marketing strategy

Youtube and Vimeo video content



<https://www.youtube.com/watch?v=h7NuuUZTJUY>

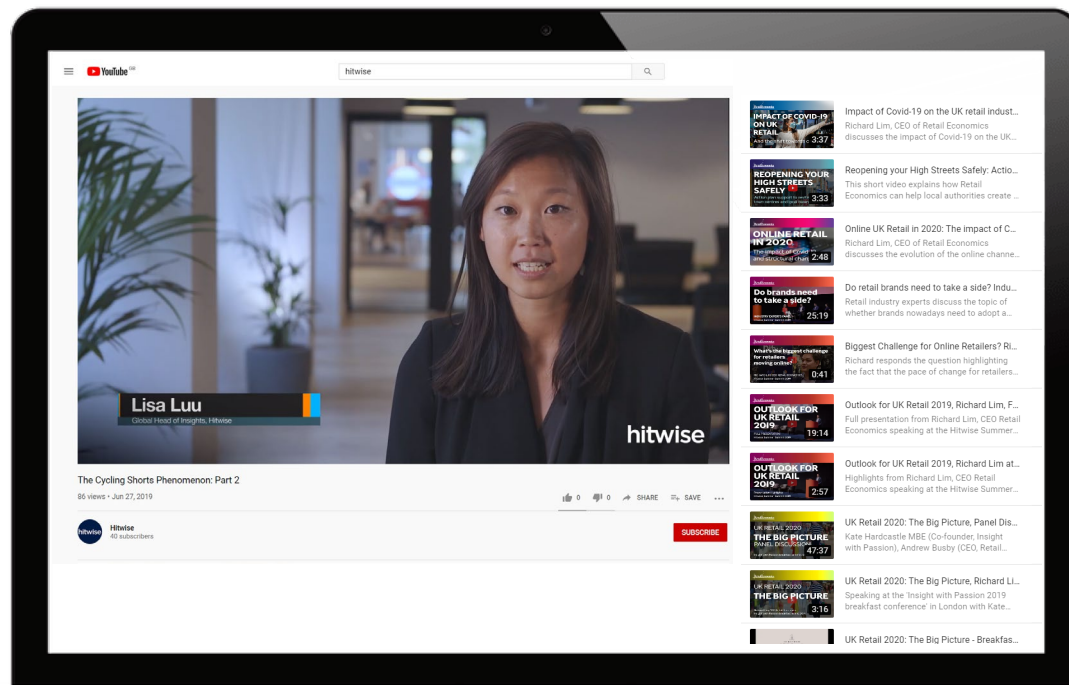
Infographic series for social media posts



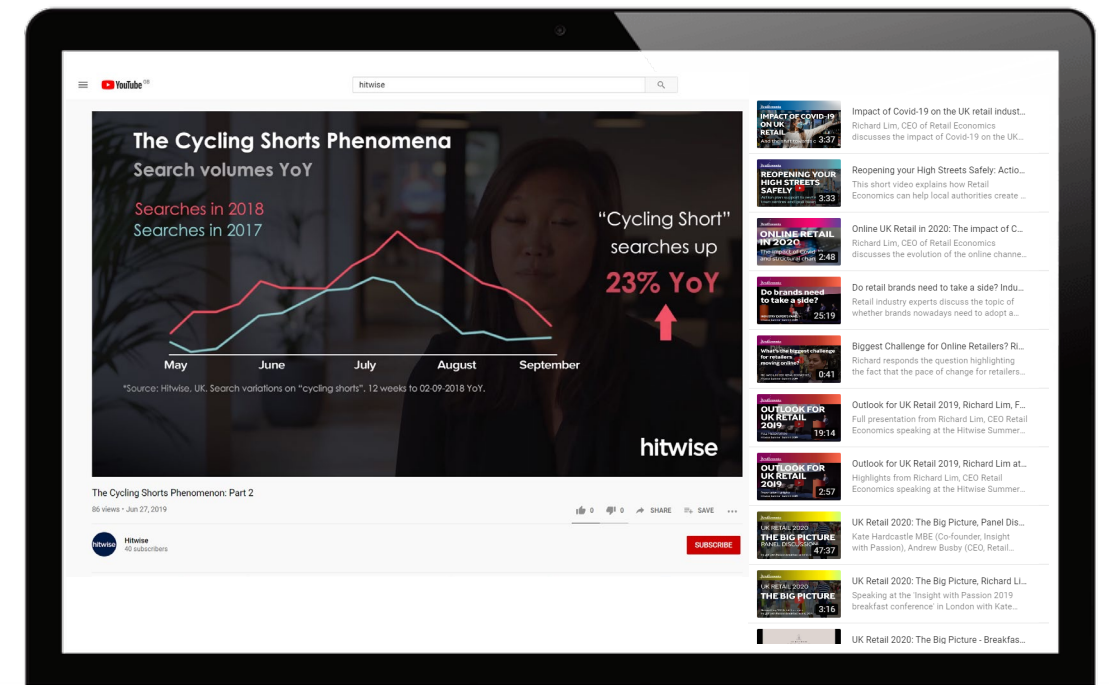
2. Case study: Hitwise 'Retail Now Series'

Digital content for a four-part thought leadership series

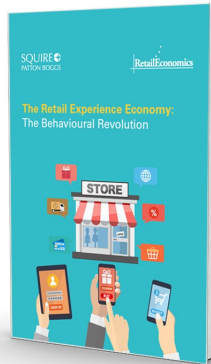
Youtube content



Infographic integration



2. We've worked with the best...



SQUIRE
PATTON BOGGS

The Retail Experience Economy



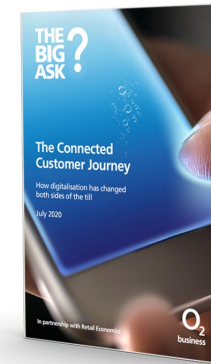
C/M'S/
Law.Tax

Artificial Intelligence in Retail



WOMBLE
BOND
DICKINSON

The Digital Tipping Point



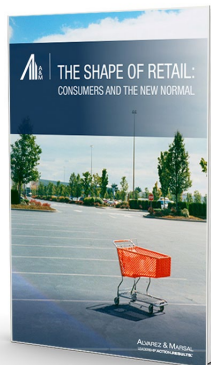
O₂

The Big Ask



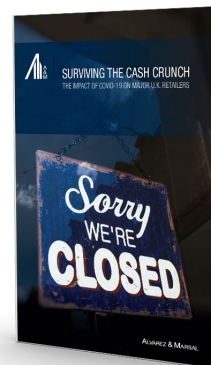
PENNINGTONS
MANCHES

The Customer Journey



ALVAREZ & MARSAL

Consumers and the New Normal



ALVAREZ & MARSAL

Surviving the Retail Cash Crunch



JUST EAT

British Takeaway Campaign



NatWest

Outlook for Retail 2020



BARCLAYS

Scale, Disruption and Brexit

3. Thought Leadership Process

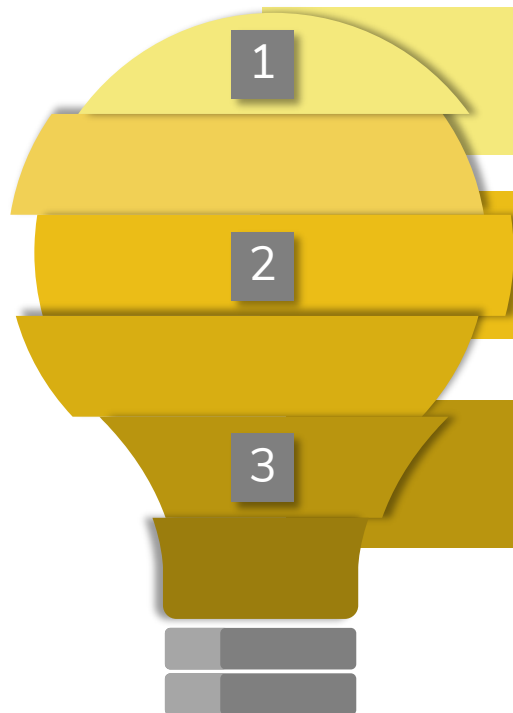
Our five step thought leadership process

Our thought leadership offers an **end-to-end service** model for our clients which includes five main stages and typically takes between 8 and 16 weeks



3. Thought Leadership: Step 1

Ideation: Discovering opportunities



1

Retail Economics team to understand the vision from key internal stakeholders.

2

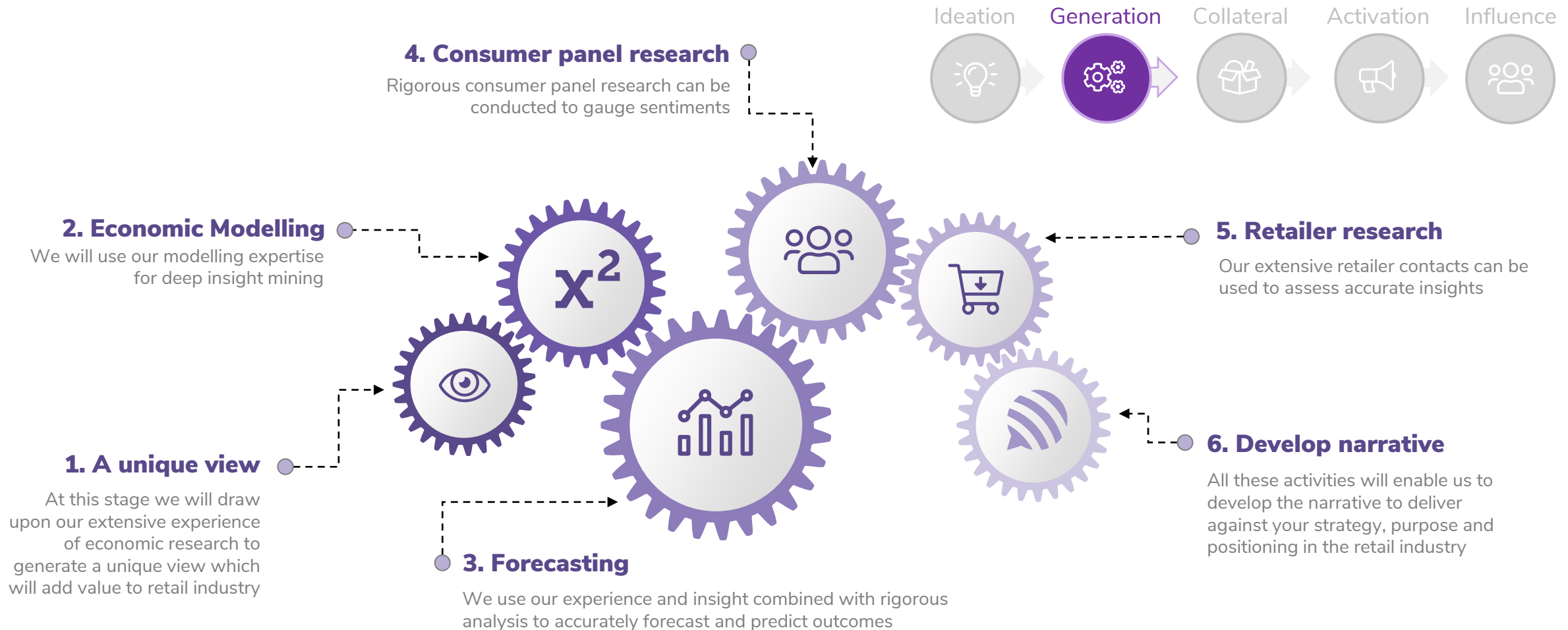
We are focused on understanding your motivations and will present ideas that will deliver on your objectives.

3

We will typically present two or three core concepts that will position you as industry thought leaders.

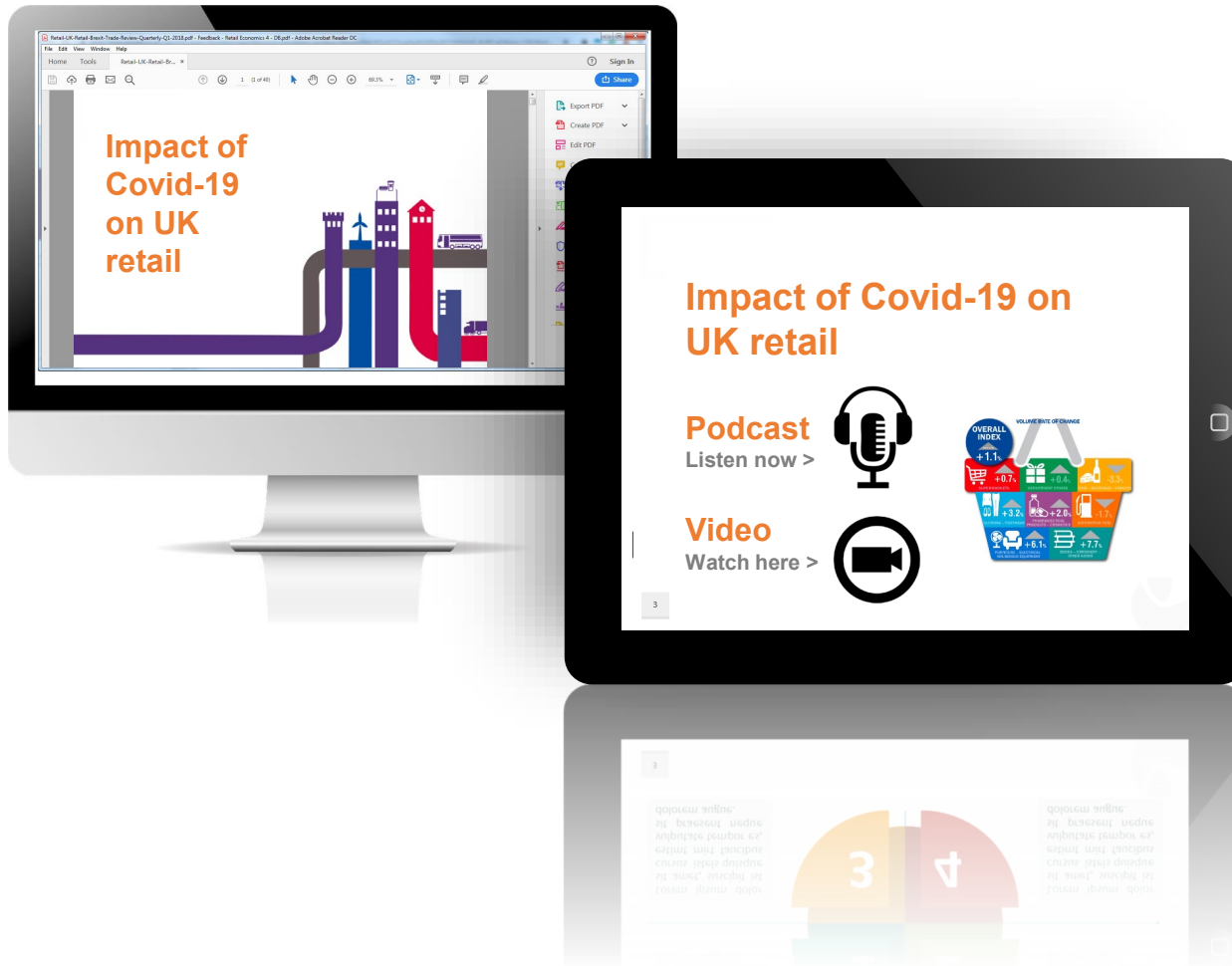
3. Thought Leadership: Step 2

Generation: Research. Data. Insight



3. Thought Leadership: Step 3

Collateral: Report, design, digital...



- This stage involves the creation of a beautifully designed report, constructed through the lens of your corporate identity. This is a collaborative and iterative process taking on-board feedback and ideas.
- We are also keen to drive engagement through the use of digital content. This typically comes in the form of video content, podcasts, GIFs and data visualisation.
- The most appropriate content can then be used to activate the campaign across multiple channels.

3. Thought Leadership: Step 4

Activation: Planning. Comms. Social

- Our coordinated media communication strategy will enable us to work together to gain maximum reach through key media channels, using multiple platforms, through a variety of content mediums.
- This will include a joint press release to our targeted retail correspondent contacts list, one-to-one journalist briefing support, social media activity and potential exclusives with media outlets.



RetailWeek

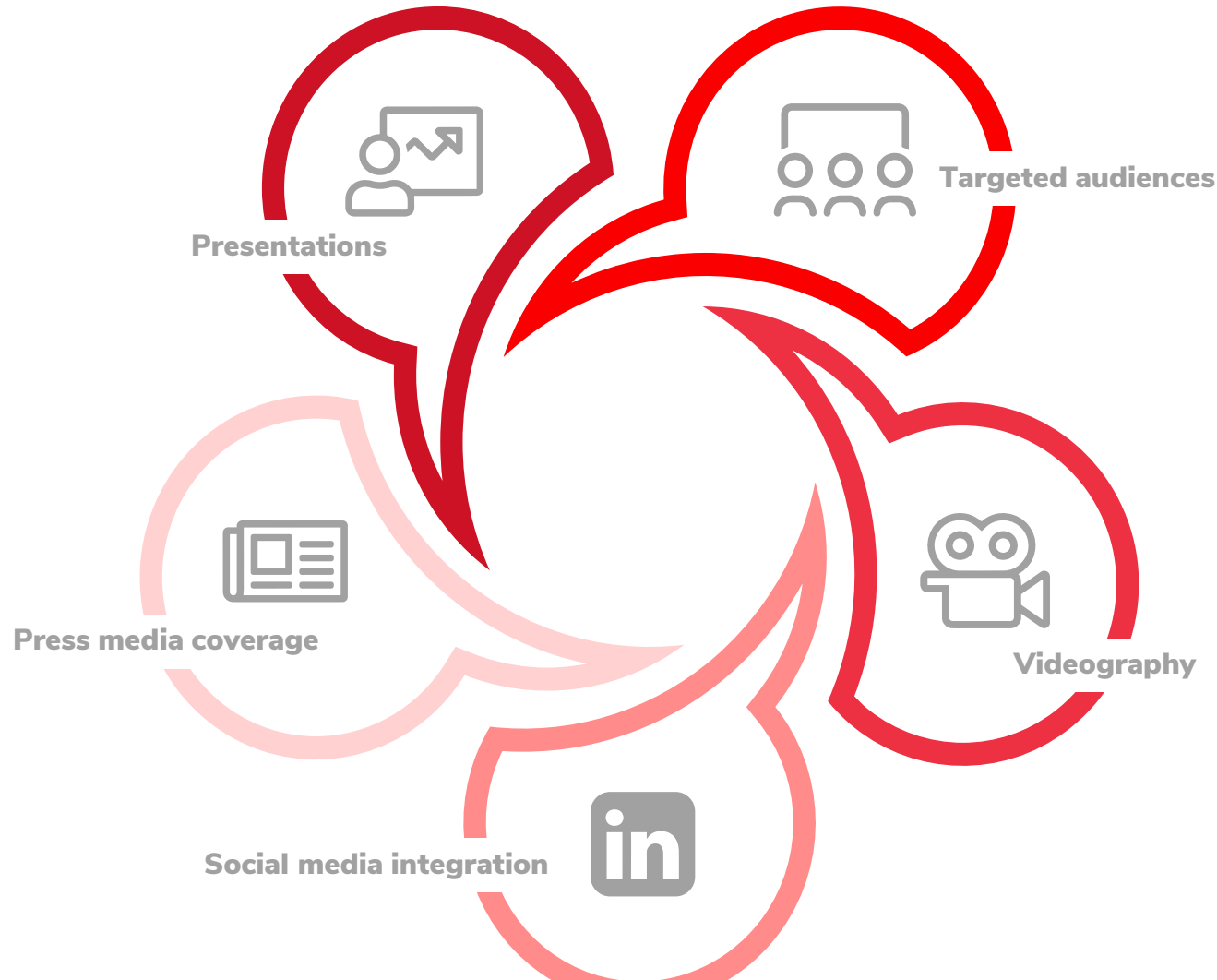


FINANCIAL
TIMES

The Telegraph

3. Thought Leadership: Step 5

Influence: Shaping the debate



- Building on our communication strategy, we can also sharpen our influence by organising events, presenting research findings, securing keynote speakers and hosting panel sessions.
- We can provide videography for the events, repurposing content for further social media and client content.
- We have a proven track record of delivering press media coverage, broadcast interviews and keynote speakers at events for our thought leadership work with clients.

4. Why Retail Economics?

Retail Economics is a leading independent economics consultancy. We are specialists in retail and consumer industries and have vast experience in conducting economic analysis, econometric modelling and forecasting.



Chief Executive Officer
Richard Lim



Richard is Chief Executive Officer of Retail Economics, an independent economics research consultancy focused on the consumer and retail industry. He also sits on the Strategic Advisory Board at the University of East Anglia's School of Economics, ranked in the top 10 departments in Economics in the UK.

Previously, Richard held the position of Chief Economist at the British Retail Consortium before heading up the Retail Insight and Analytics team. Prior to that, he worked in mergers and acquisitions for Citi.

Richard has a wealth of experience in data analytics, retail insight, economics and consumer research. He lives in London and has a keen interest in behavioural game theory and its application on consumers.



Chairman
Stephen Robertson

Stephen is Chairman of Retail Economics, non-executive director of fast-growing Timpson Group (privately held services retailer), Hargreaves Lansdown plc (FTSE 100 consumer financial services) and Clipper Retail Logistics plc. Stephen is Visiting Professor to Bristol Business School, University West of England.

Stephen was Director General of British Retail Consortium for five years to the end of 2012. The BRC represents UK retail, large and small, lobbies government and near-government organisations, as well as producing key retail data. Through this role Stephen appeared frequently on TV, radio and press to discuss business issues.

4. You're in good company

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accenture



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shopping centre basildon



Sainsbury's
Argos

NORTHWOOD
RETAIL



La Redoute



Klarna.



CONVERSE

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Numis



exertis



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