



2021 vs 2022 at a glance

Retail sales are expected to rise by **2.0%** in 2022 following a rise of **7.8%** in 2021



The proportion of **online sales** rose significantly from **19%** in 2019 to **26%** in 2021



Buying behaviour through the pandemic

The unfazed

Spending behaviour and motivations are unaffected by the impact of Covid-19

36%
(2021)



46%
(2022)

The reverters

Spending habits have been impacted but are expected to revert back to pre-pandemic behaviour once the threat of the virus recedes

27%
(2021)



20%
(2022)

Part-shifters

Spending has changed permanently for some aspects of their behaviour

18%
(2021)



20%
(2022)

Fundamentals

Spending has changed permanently across the majority of shopping

18%
(2021)



14%
(2022)

Throughout 2021, **footfall** has fallen markedly on 2019 levels, but retail parks (-13%) have held up well relative to shopping centres (-39.6%) and high streets (-38.8%).

