

# Consumer Mobility



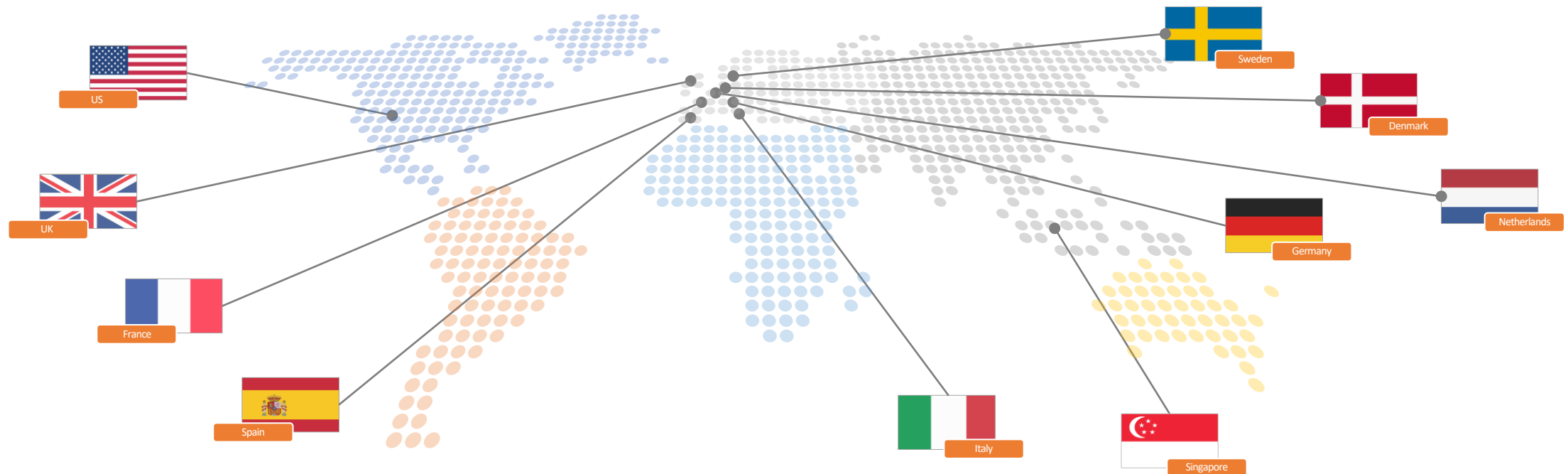
# Contents

In this report you will be able to view how Covid-19 has impacted the movement of consumers around the world, over time, across the following places:

- Retail and recreation
- Grocery and pharmacy
- Parks
- Transit Stations
- Workplaces
- Residential

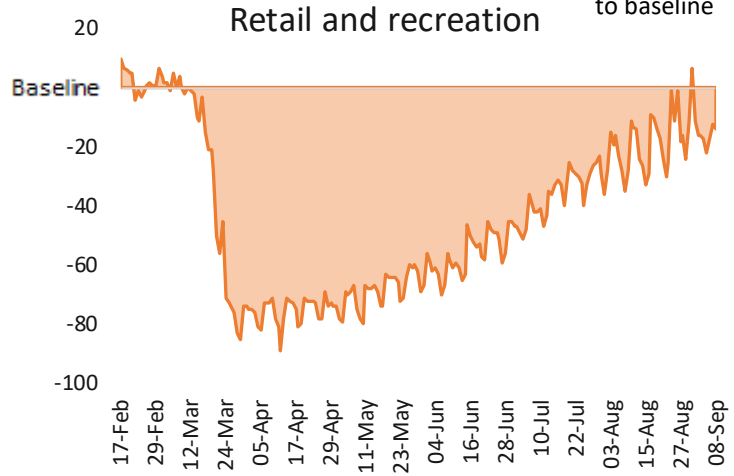
## Charts by country

click on flag

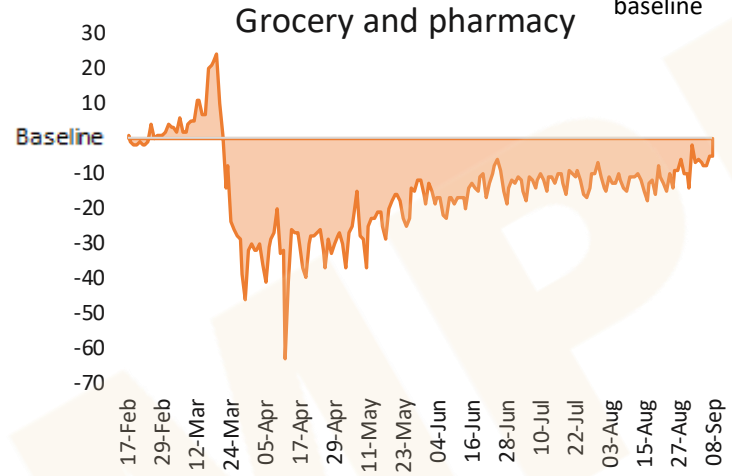




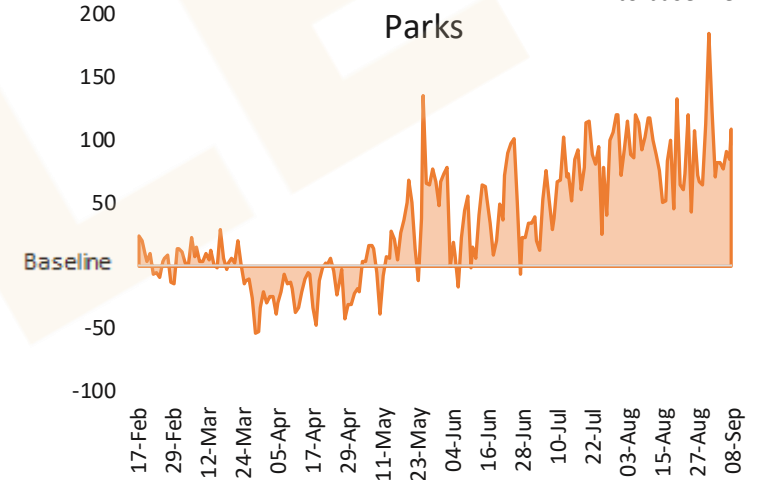
**Retail and recreation**  
**-14%**  
compared to baseline



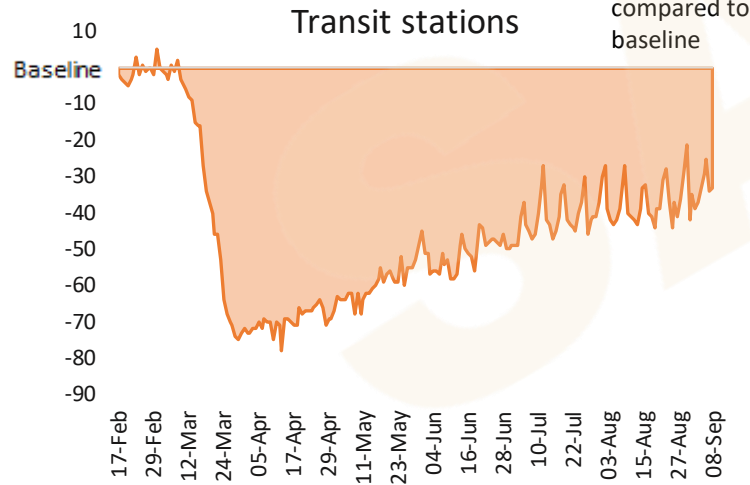
**Grocery and pharmacy**  
**-5%**  
compared to baseline



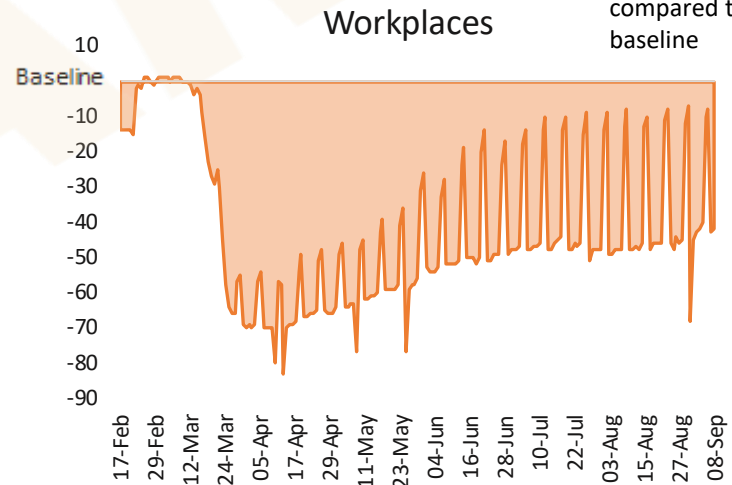
**Parks**  
**+109%**  
compared to baseline



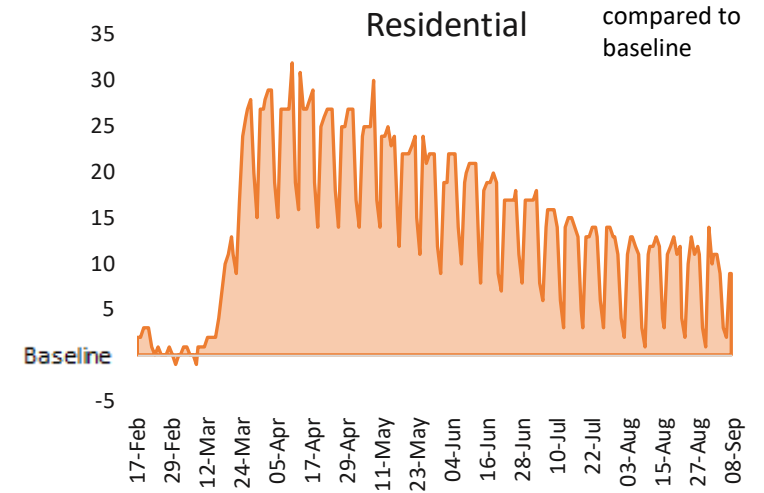
**Transit Stations**  
**-33%**  
compared to baseline



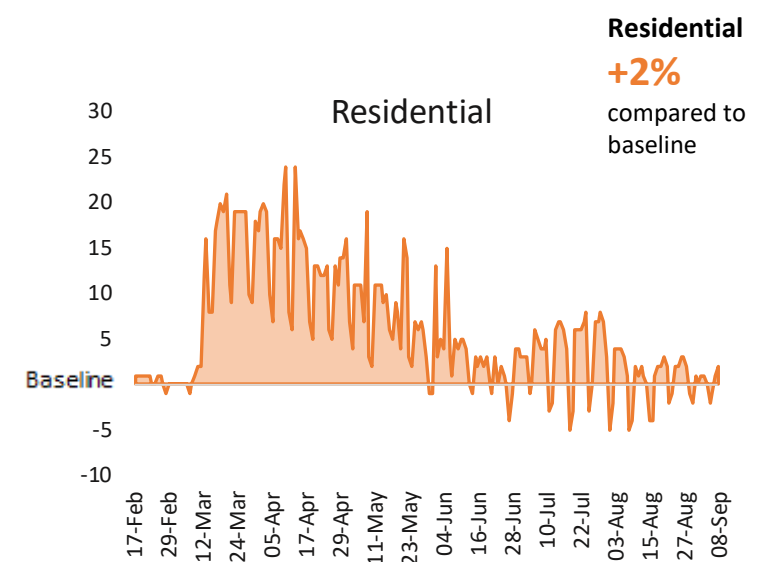
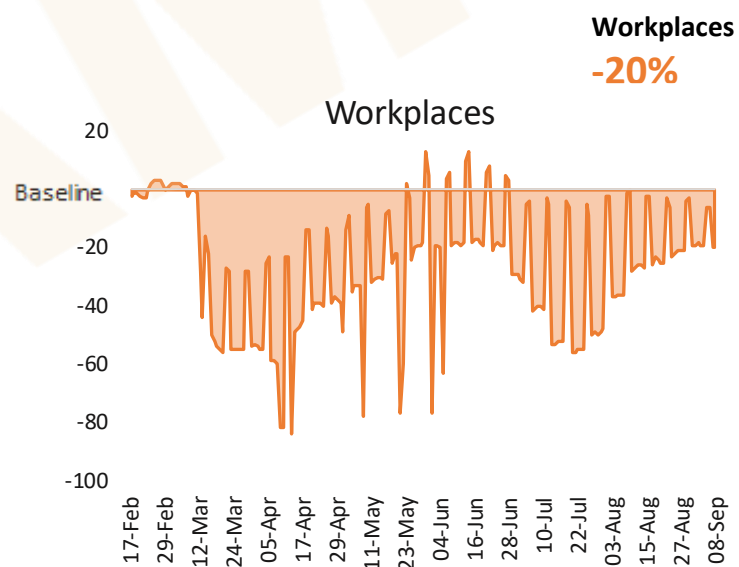
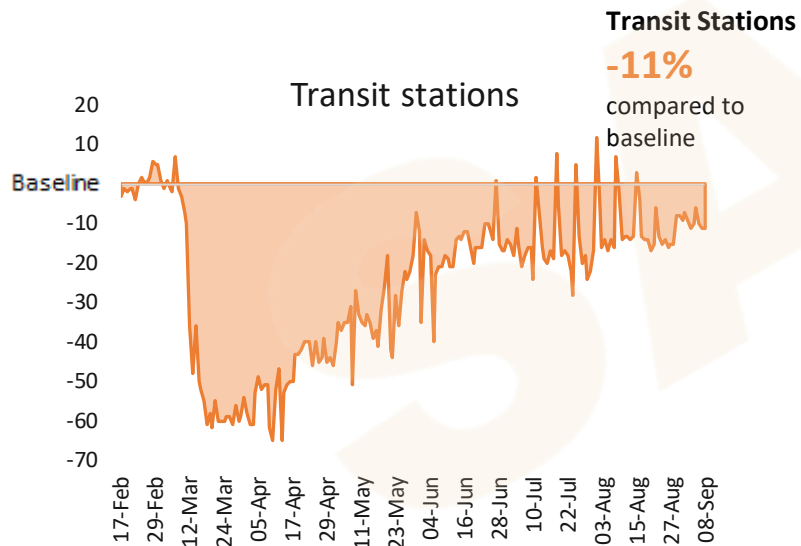
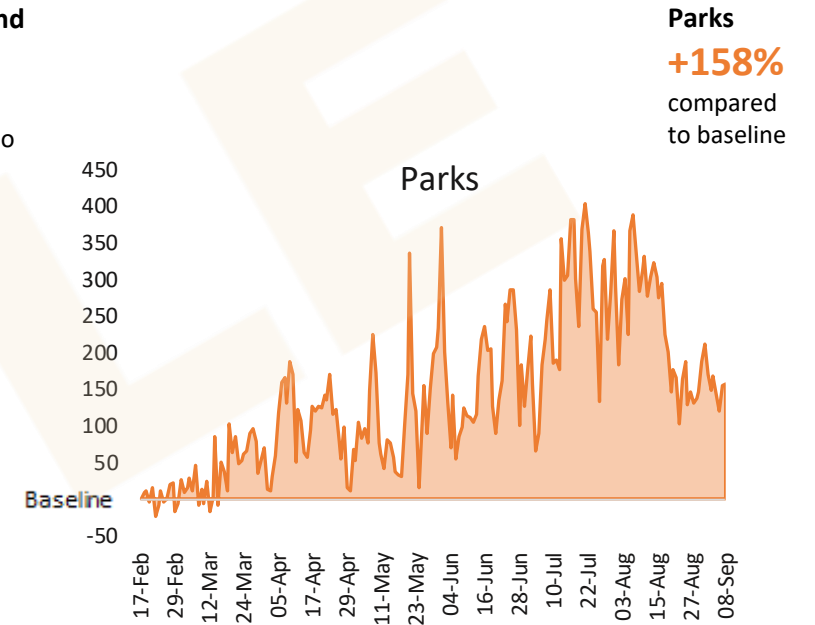
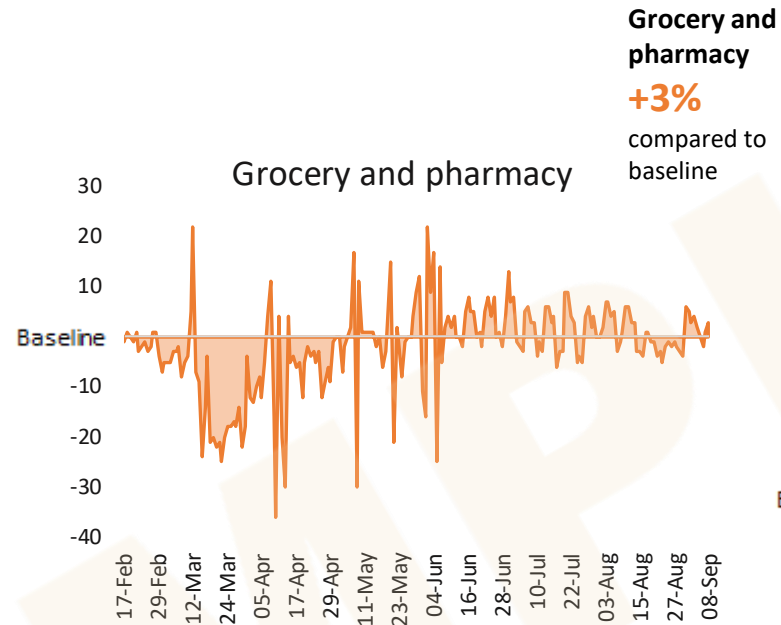
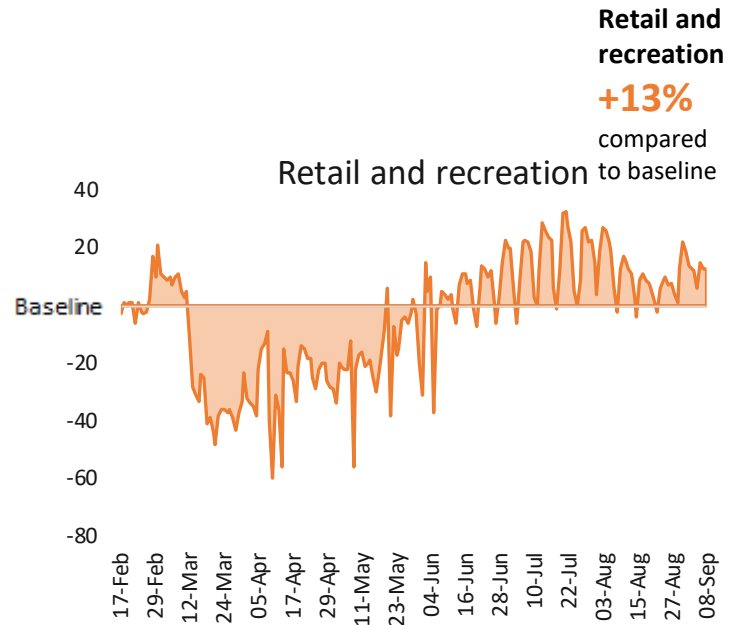
**Workplaces**  
**-42%**  
compared to baseline



**Residential**  
**+9%**  
compared to baseline

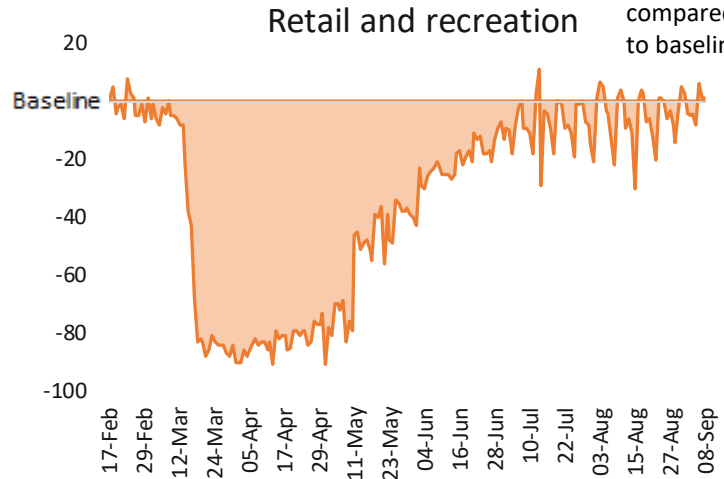


Source: Google LLC. Changes for each day are compared to a baseline value for that day of the week. The baseline is the median value, for the corresponding day of the week, during the five-week period 3 Jan – 6 Feb 2020. The headline number for this report is 8 September.

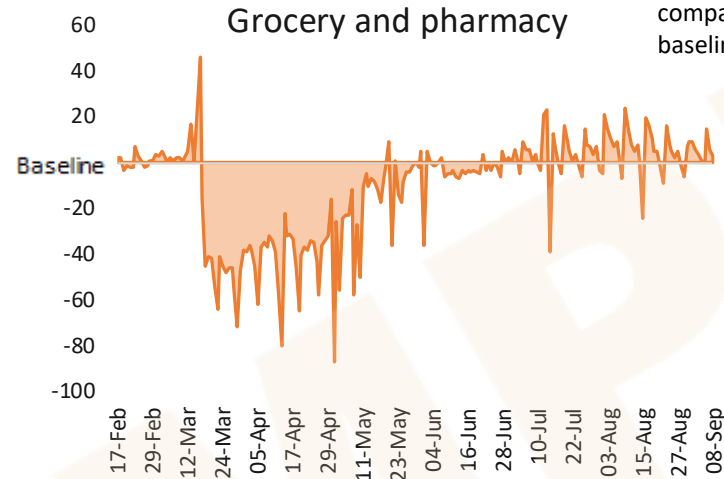


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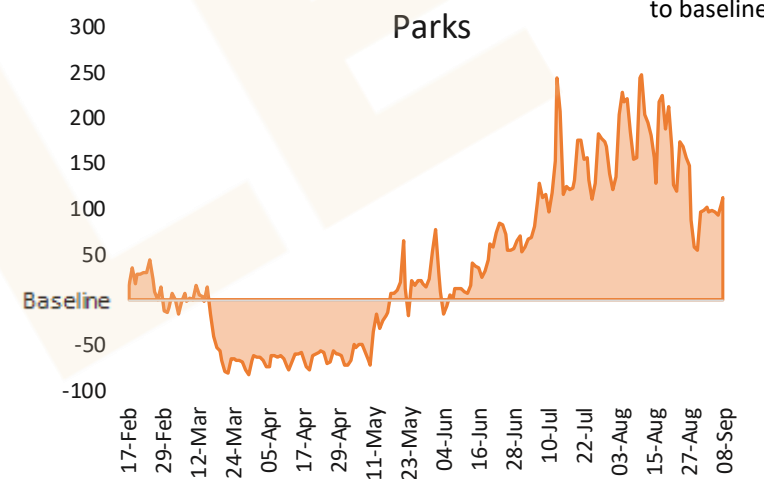
**Retail and recreation**  
**+1%**  
compared to baseline



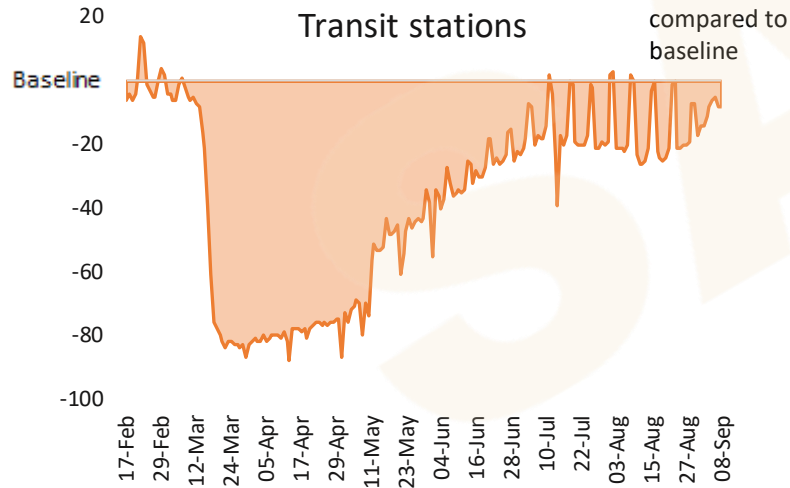
**Grocery and pharmacy**  
**+3%**  
compared to baseline



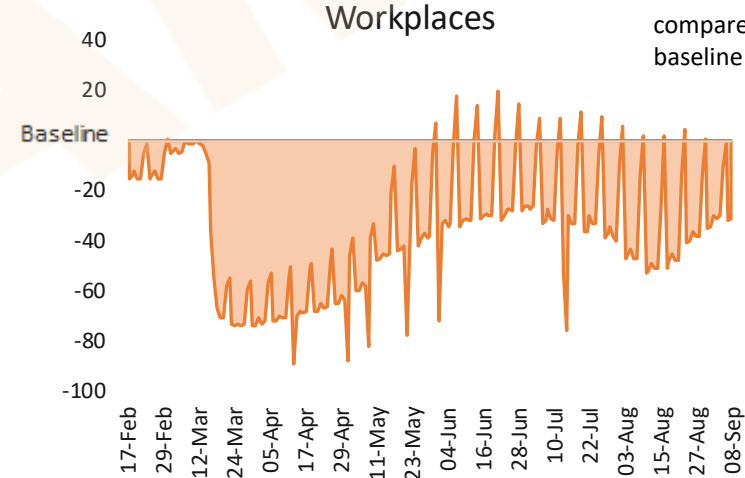
**Parks**  
**+113%**  
compared to baseline



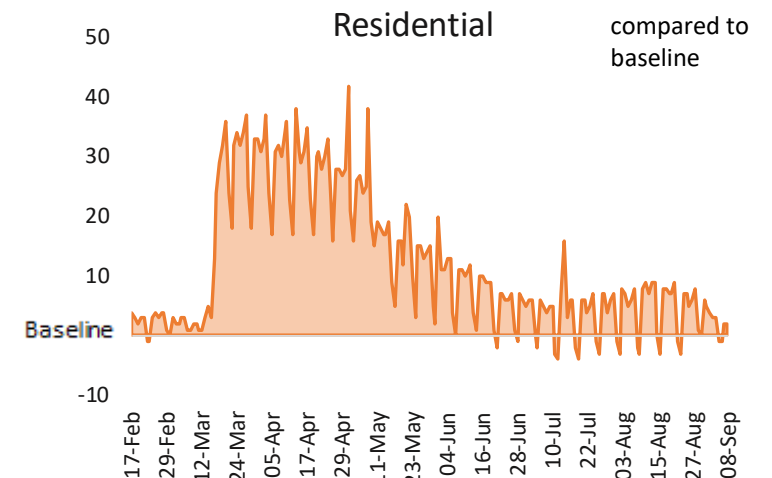
**Transit Stations**  
**-8%**  
compared to baseline



**Workplaces**  
**-31%**  
compared to baseline



**Residential**  
**+2%**  
compared to baseline

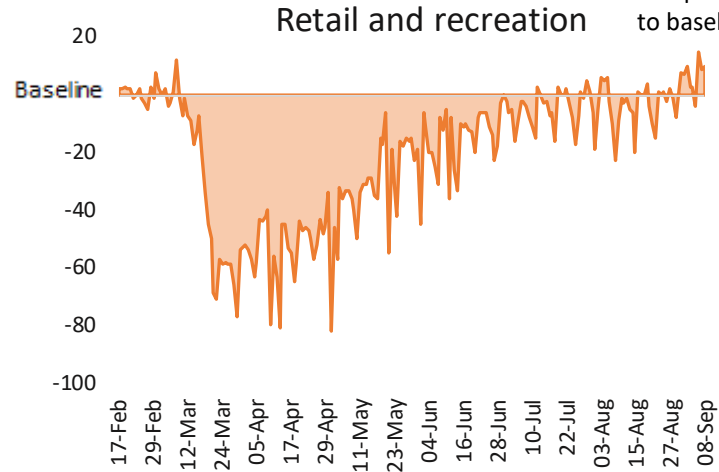


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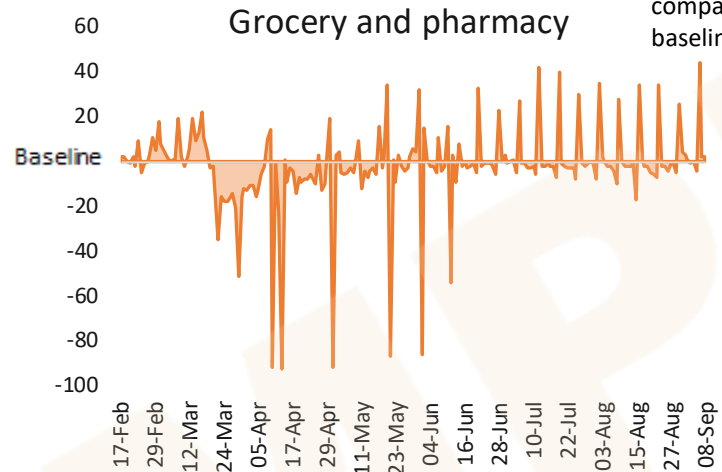




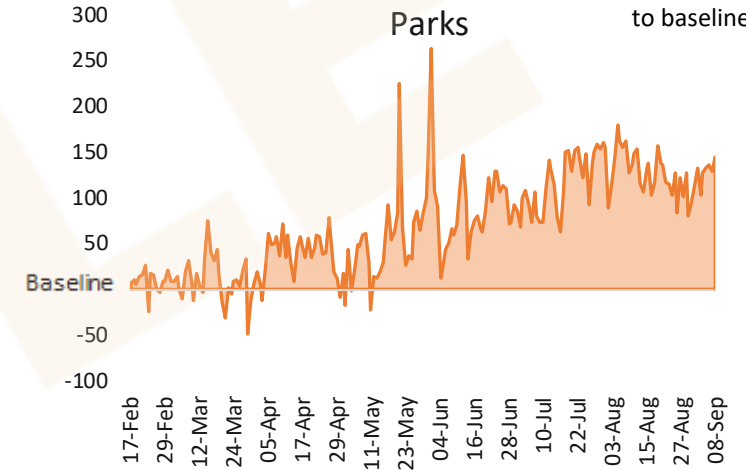
**Retail and recreation**  
**+10%**  
compared to baseline



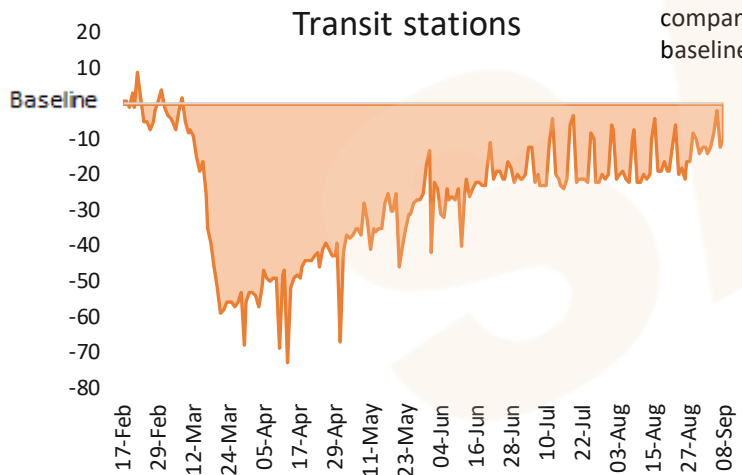
**Grocery and pharmacy**  
**+2%**  
compared to baseline



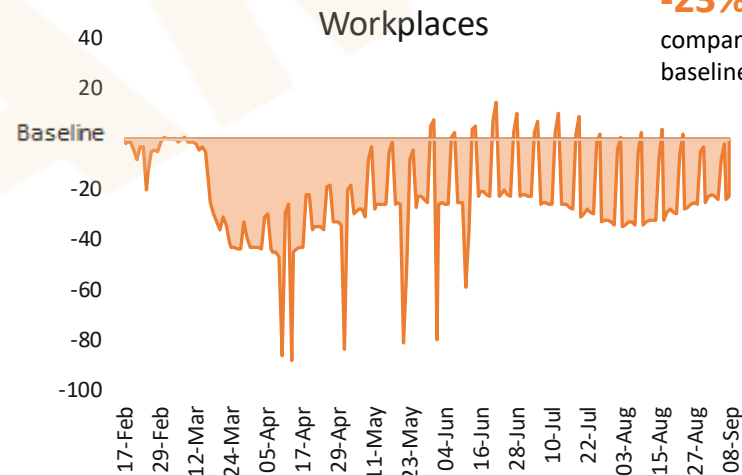
**Parks**  
**+145%**  
compared to baseline



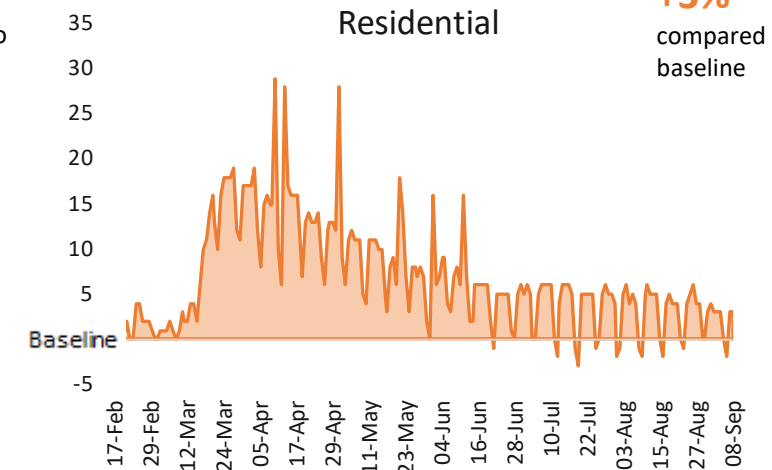
**Transit Stations**  
**-10%**  
compared to baseline



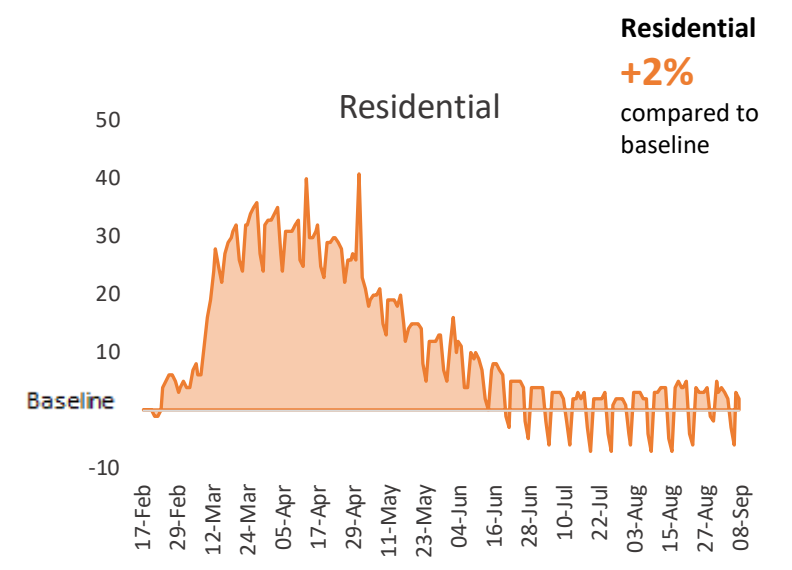
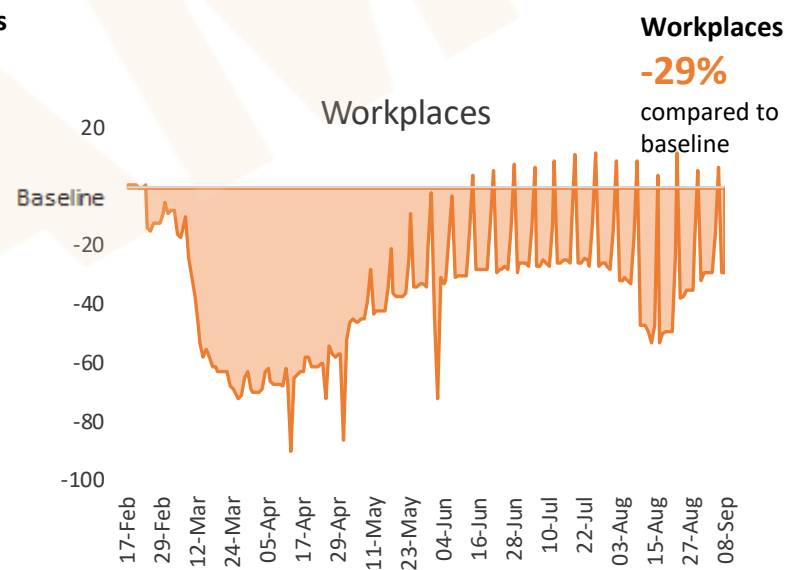
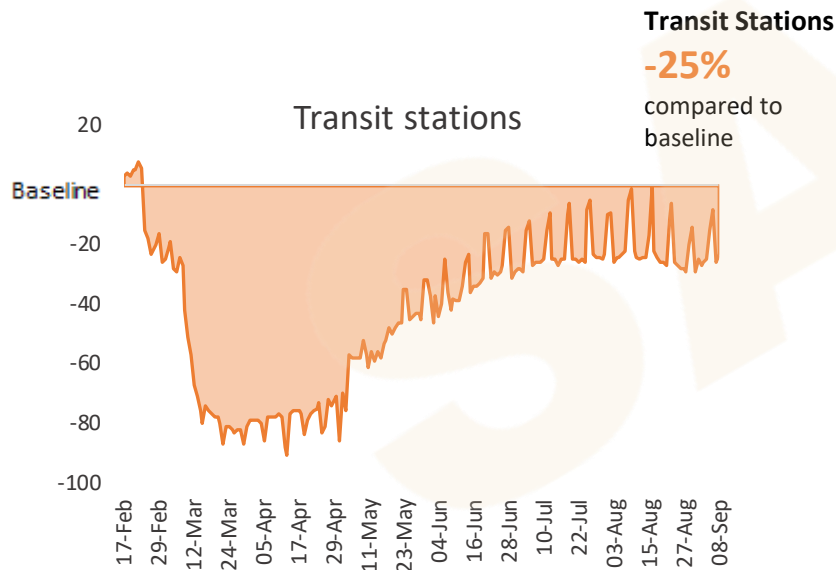
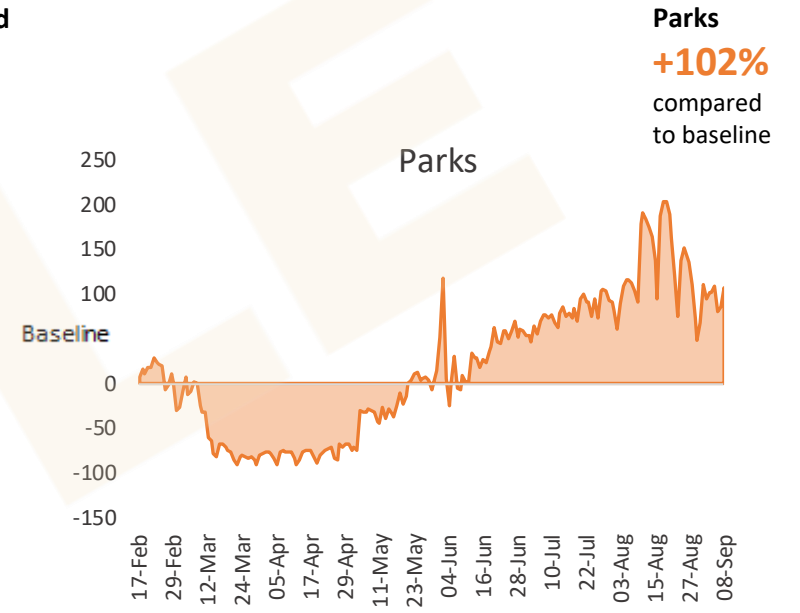
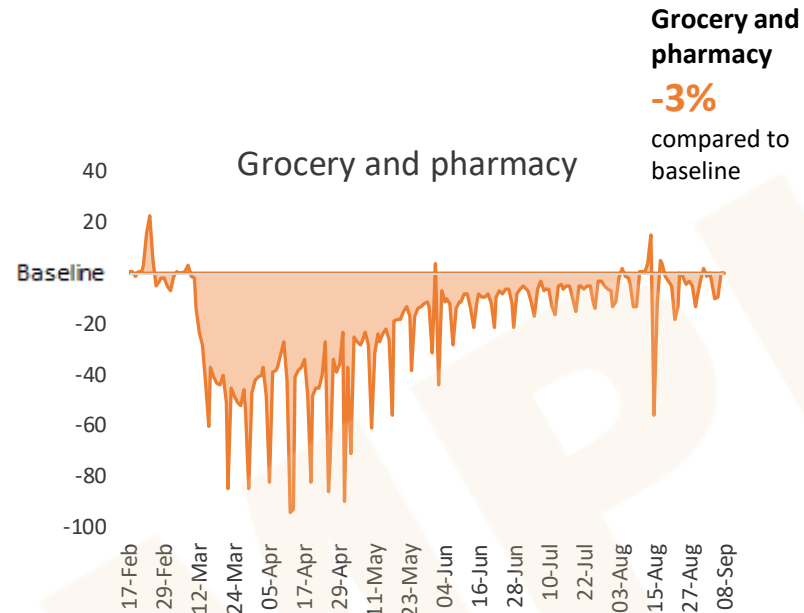
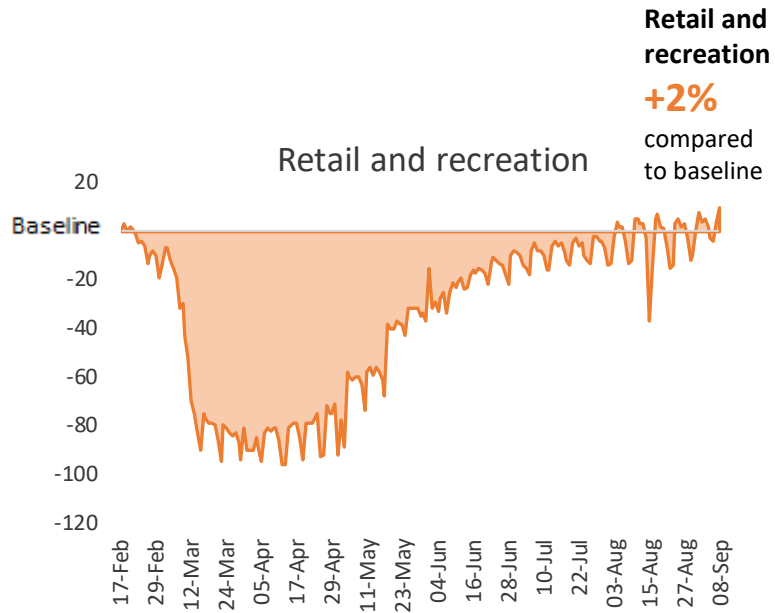
**Workplaces**  
**-23%**  
compared to baseline



**Residential**  
**+3%**  
compared to baseline

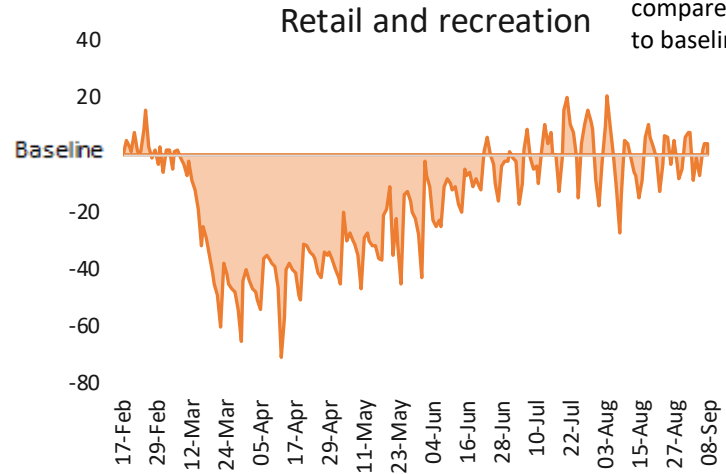


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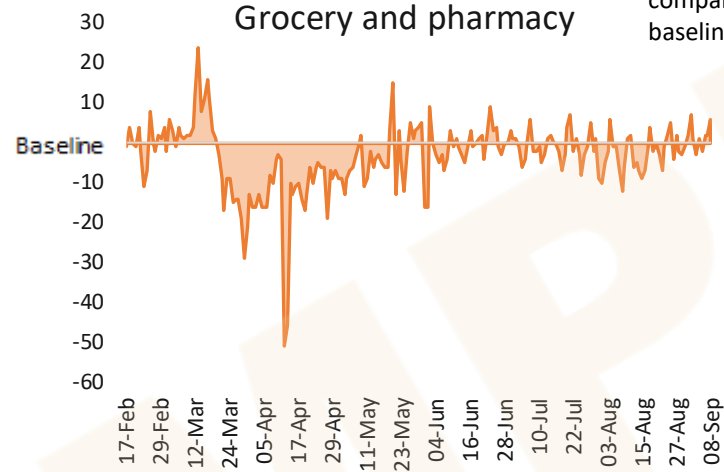


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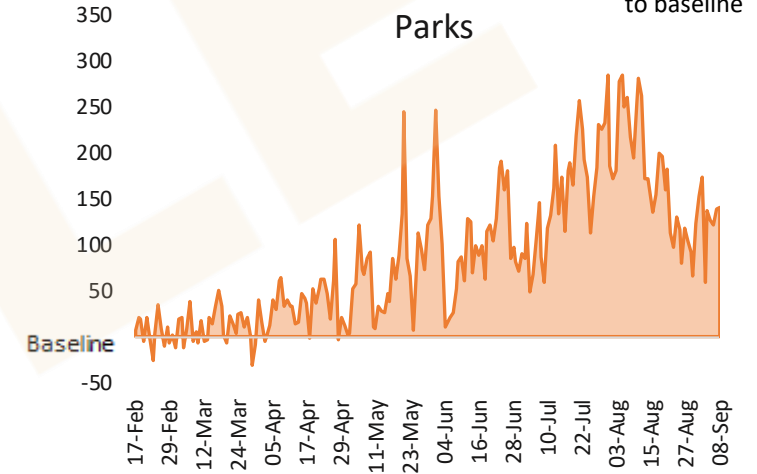
**Retail and recreation**  
**+4%**  
compared to baseline



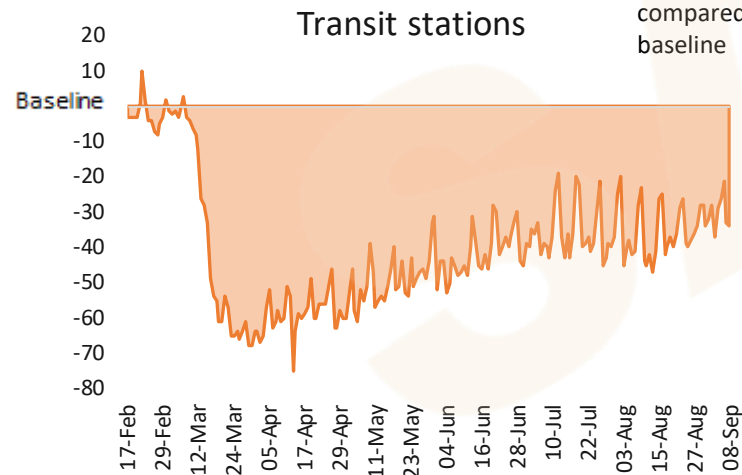
**Grocery and pharmacy**  
**+6%**  
compared to baseline



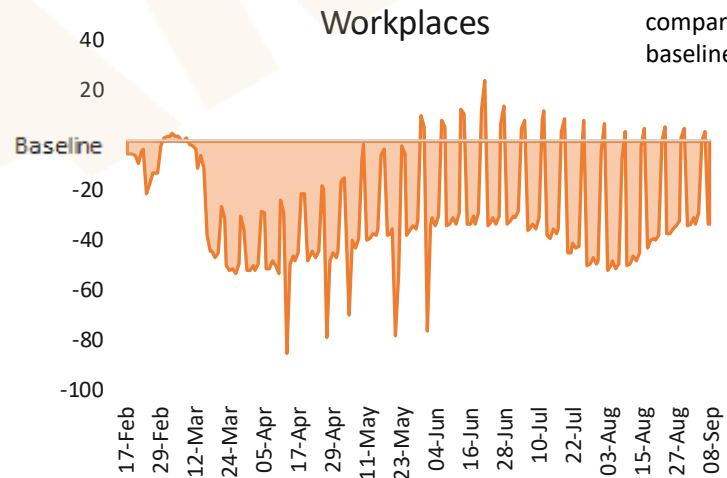
**Parks**  
**+142%**  
compared to baseline



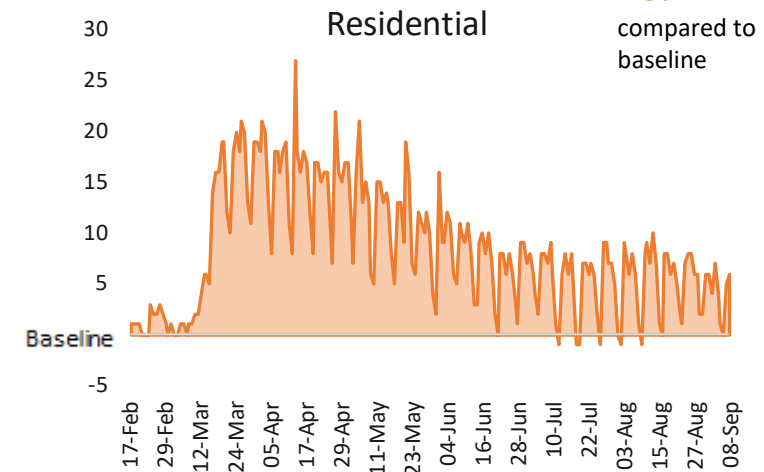
**Transit Stations**  
**-34%**  
compared to baseline



**Workplaces**  
**-33%**  
compared to baseline



**Residential**  
**+6%**  
compared to baseline

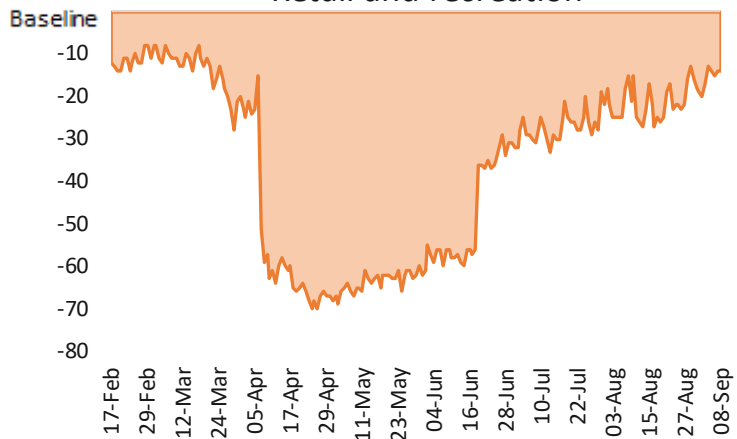


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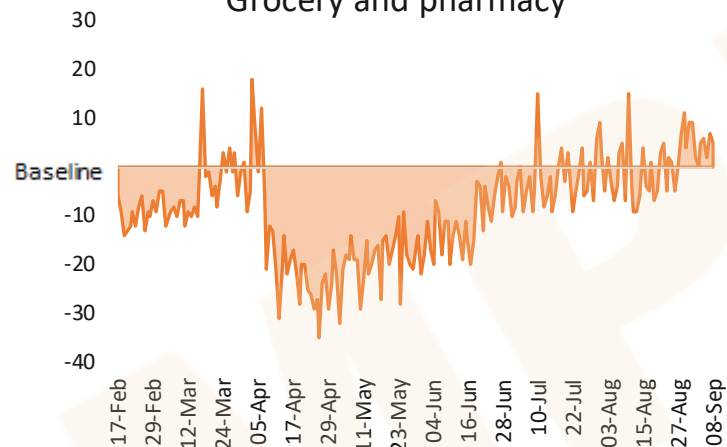


## Retail and recreation



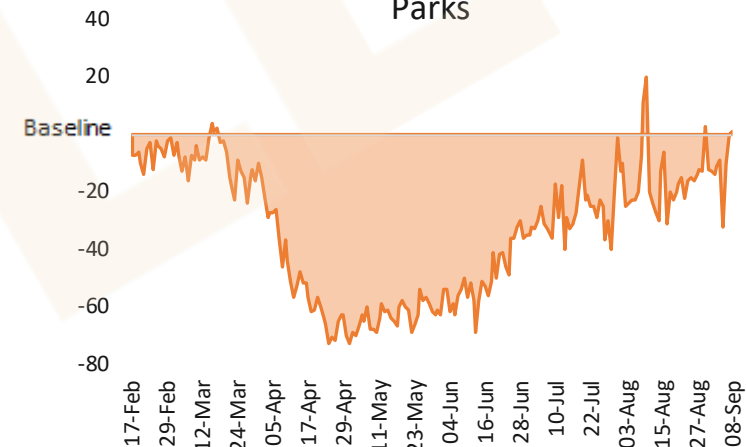
**Retail and recreation**  
**-14%**  
 compared to baseline

## Grocery and pharmacy



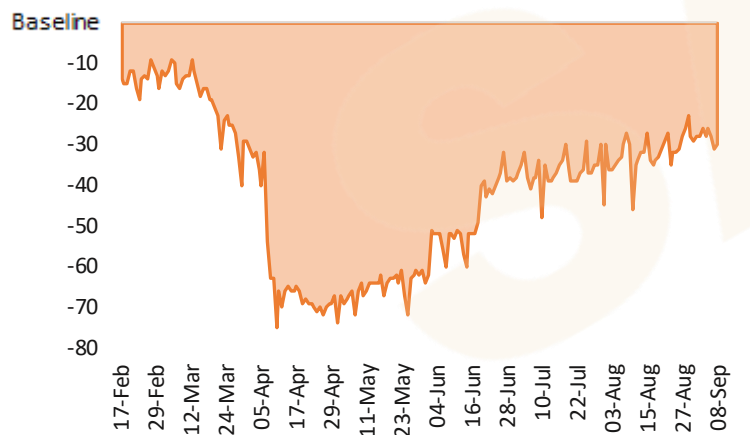
**Grocery and pharmacy**  
**+5%**  
 compared to baseline

## Parks



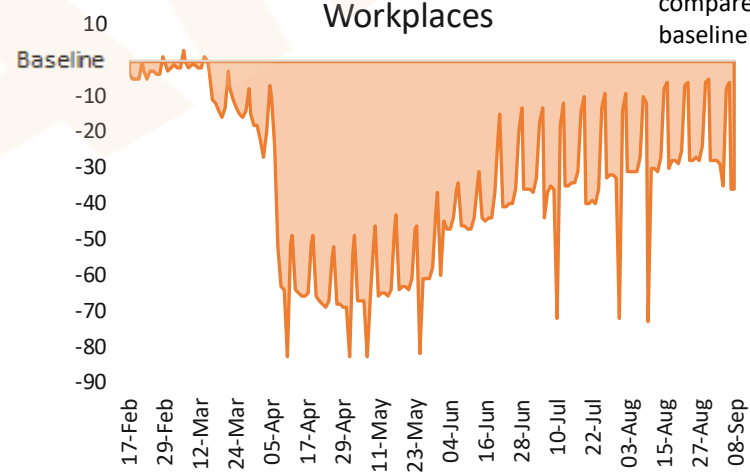
**Parks**  
**+1%**  
 compared to baseline

## Transit stations



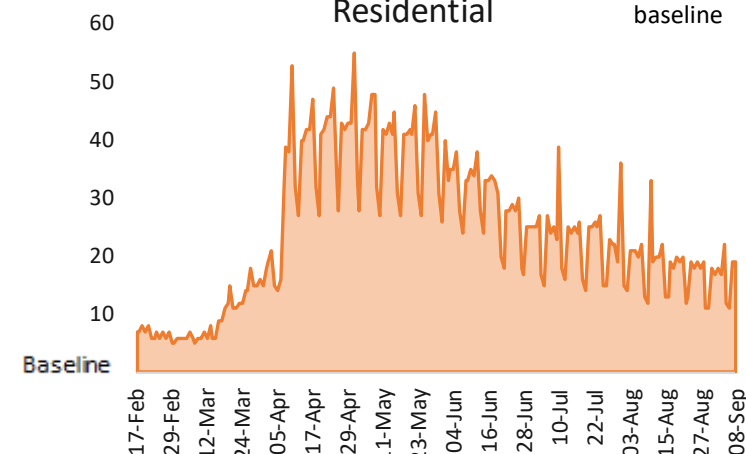
**Transit Stations**  
**-30%**  
 compared to baseline

## Workplaces



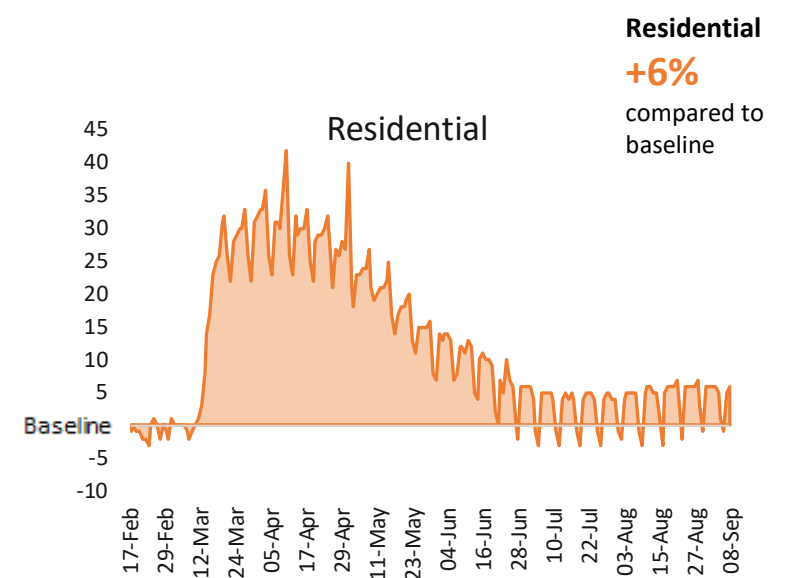
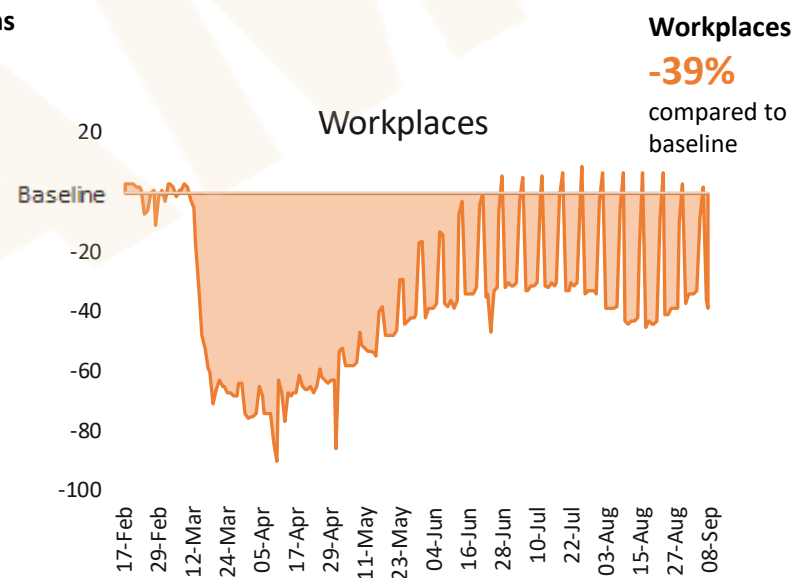
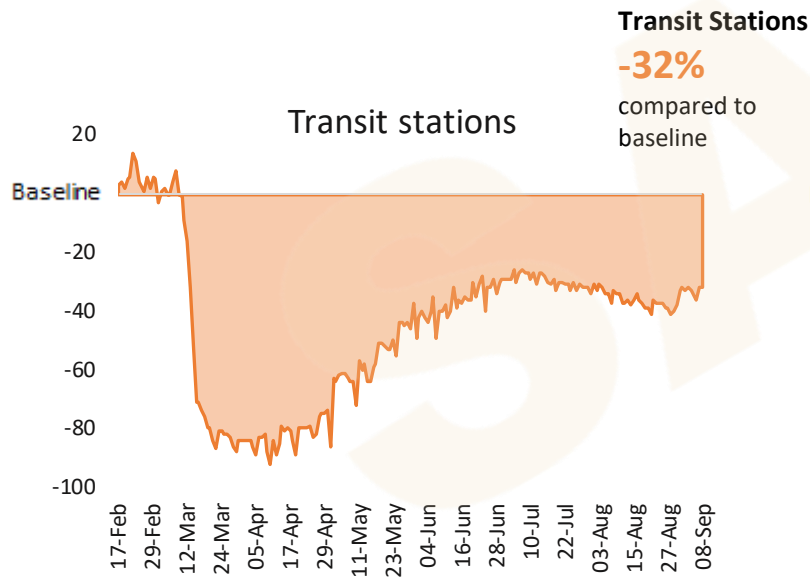
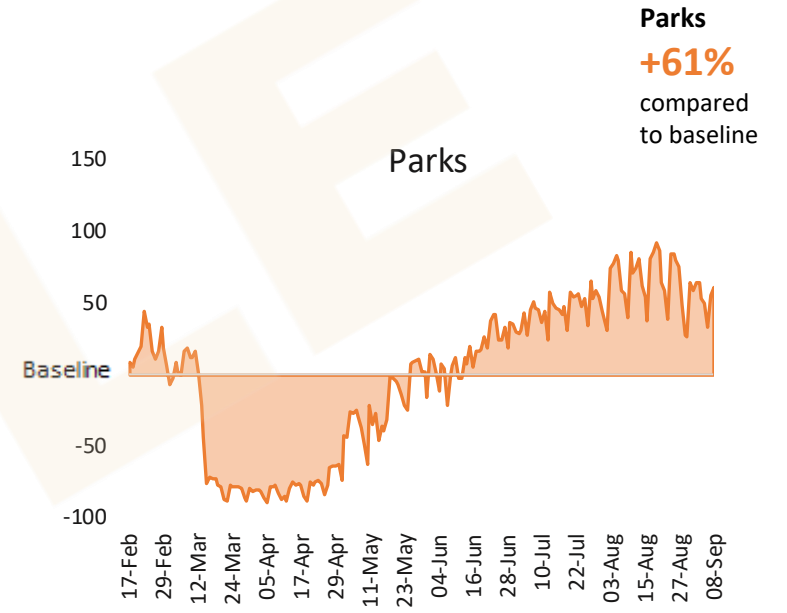
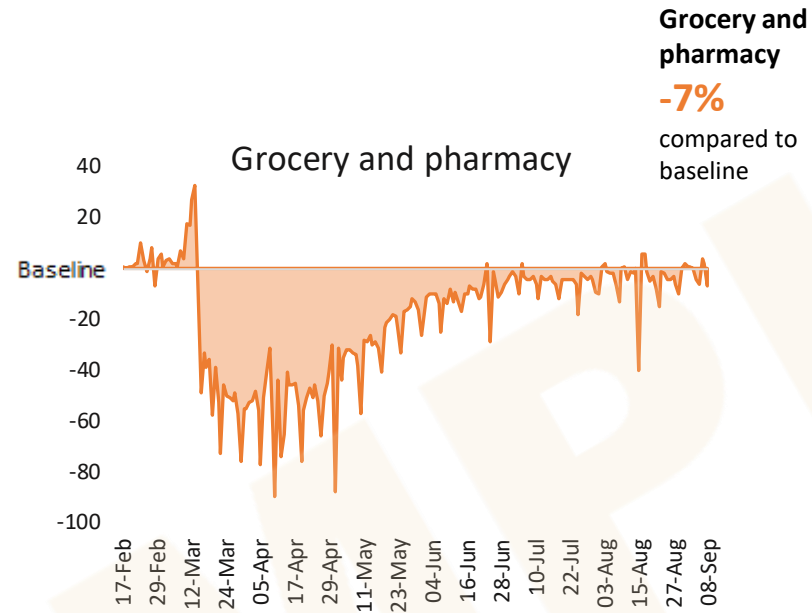
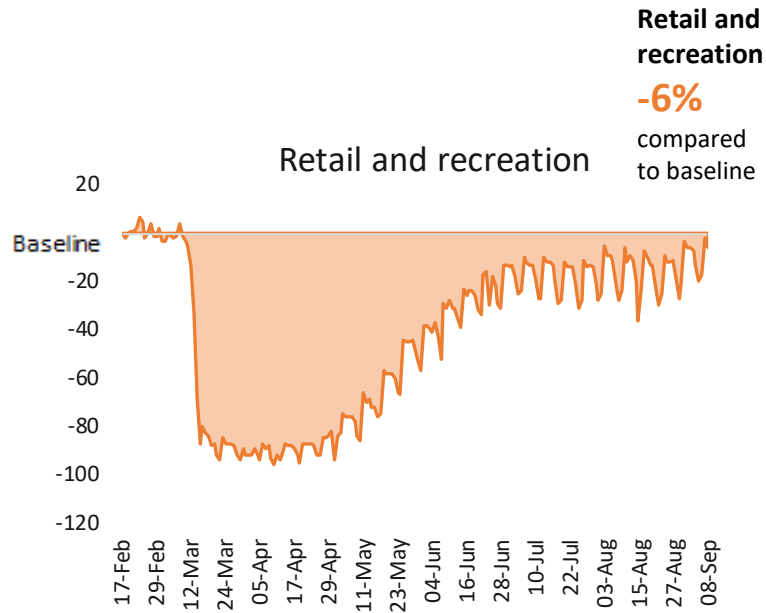
**Workplaces**  
**-36%**  
 compared to baseline

## Residential



**Residential**  
**+19%**  
 compared to baseline

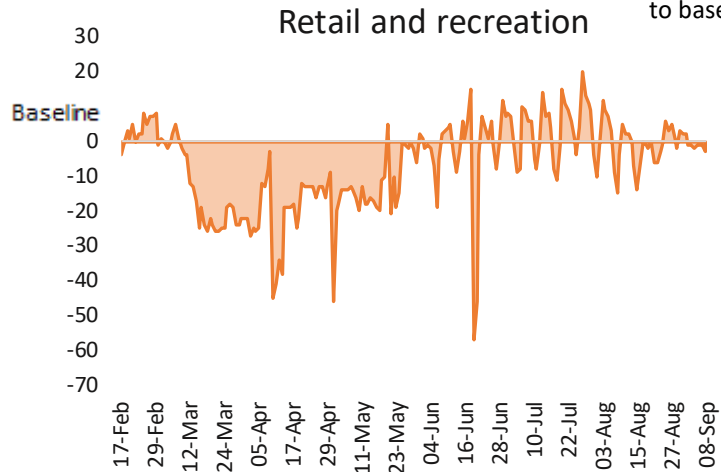
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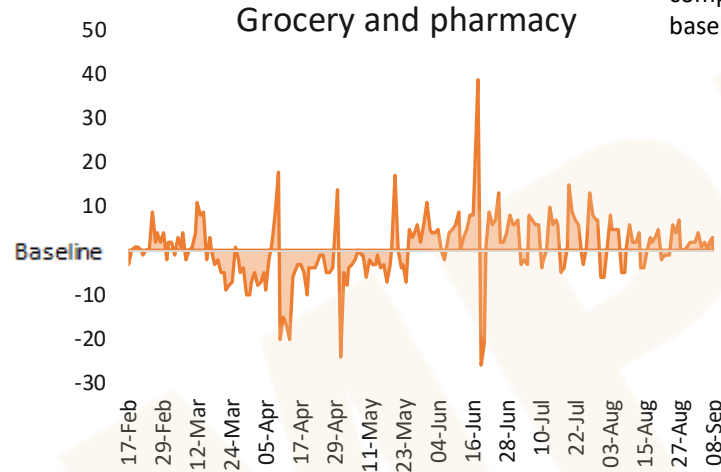
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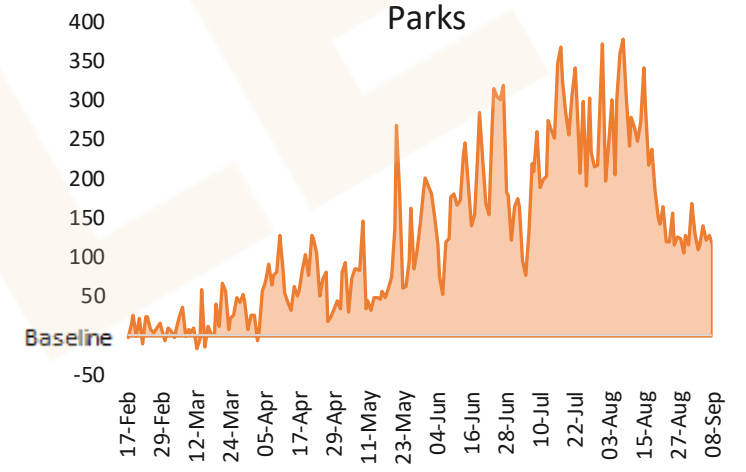
**Retail and recreation**  
**-3%**  
compared to baseline



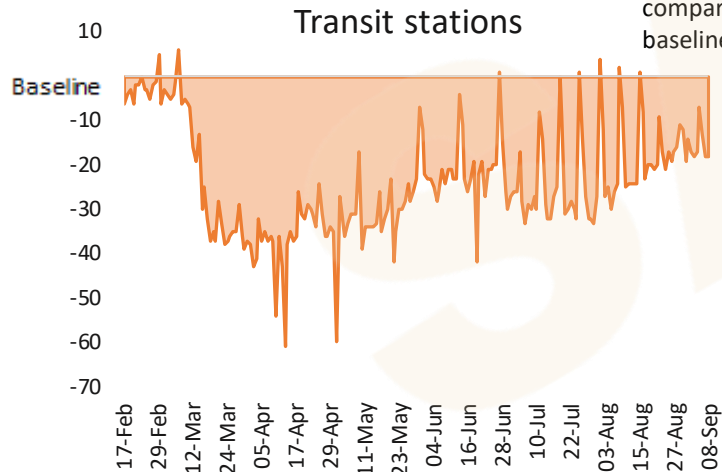
**Grocery and pharmacy**  
**+3%**  
compared to baseline



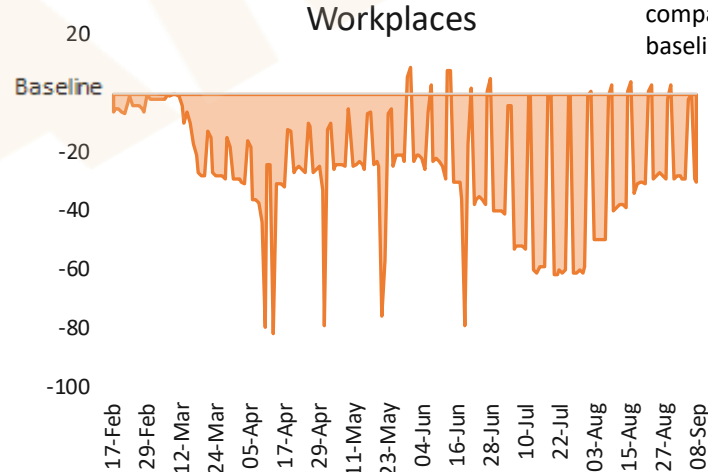
**Parks**  
**+116%**  
compared to baseline



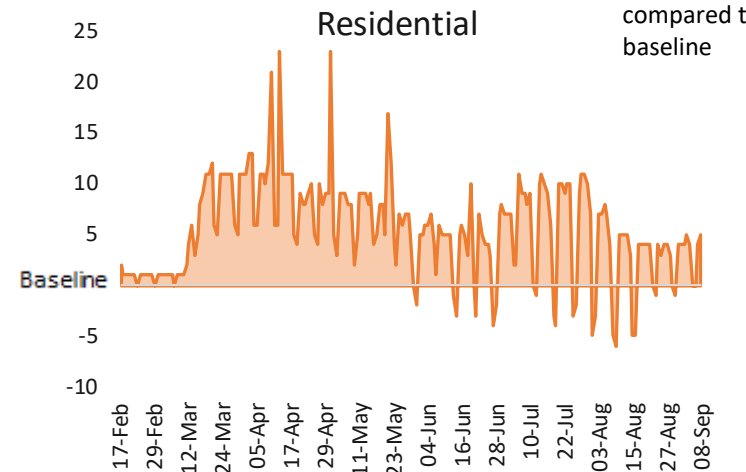
**Transit Stations**  
**-18%**  
compared to baseline



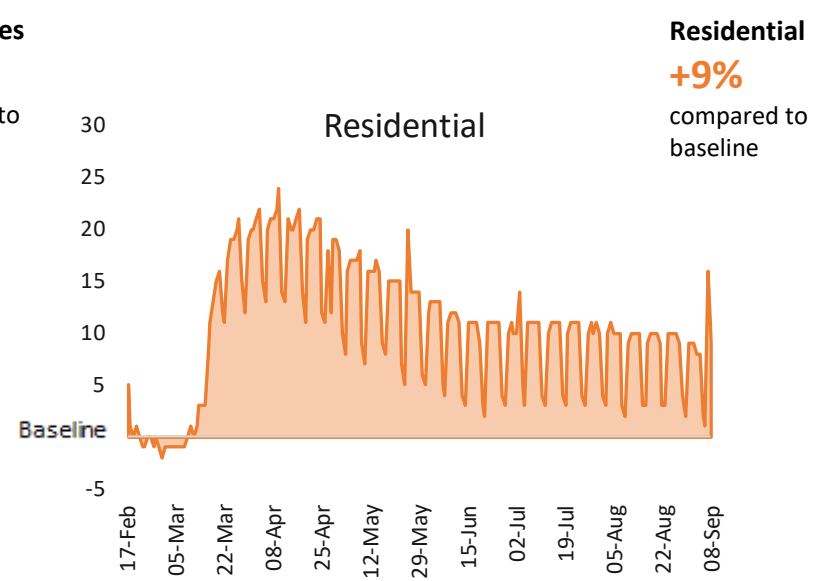
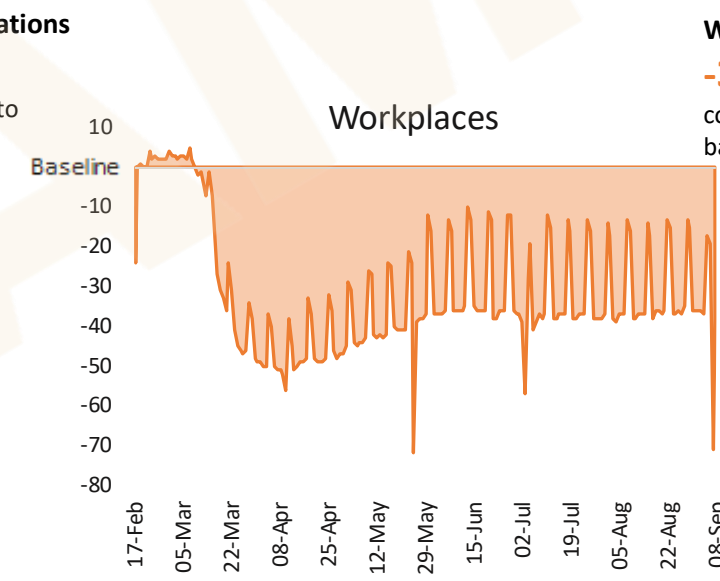
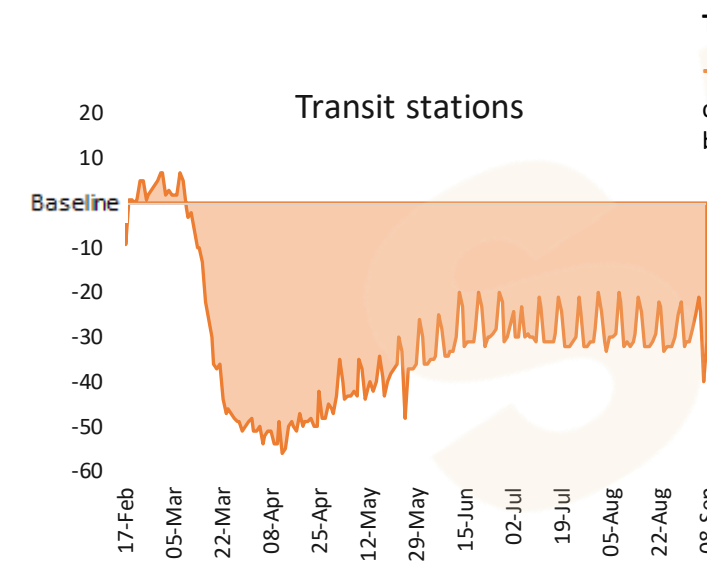
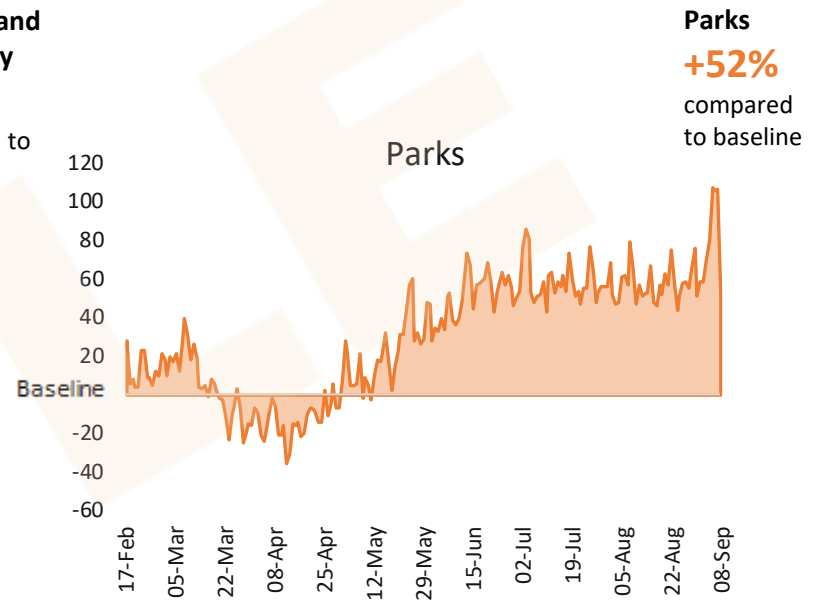
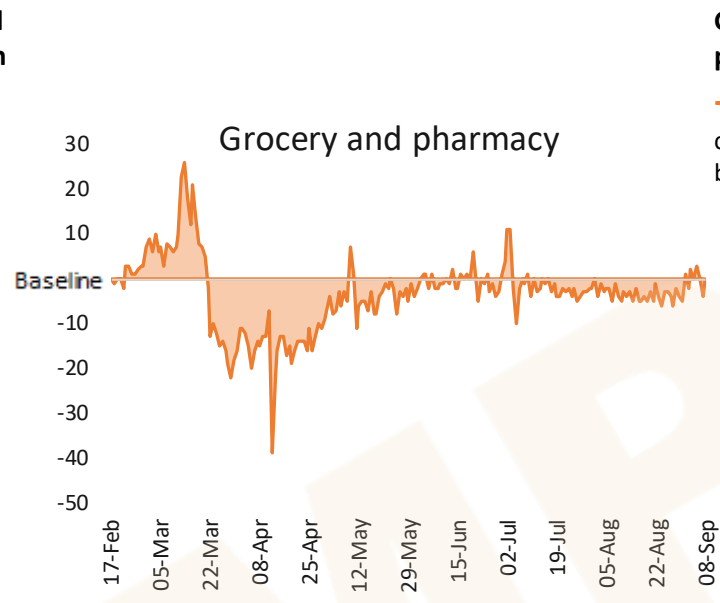
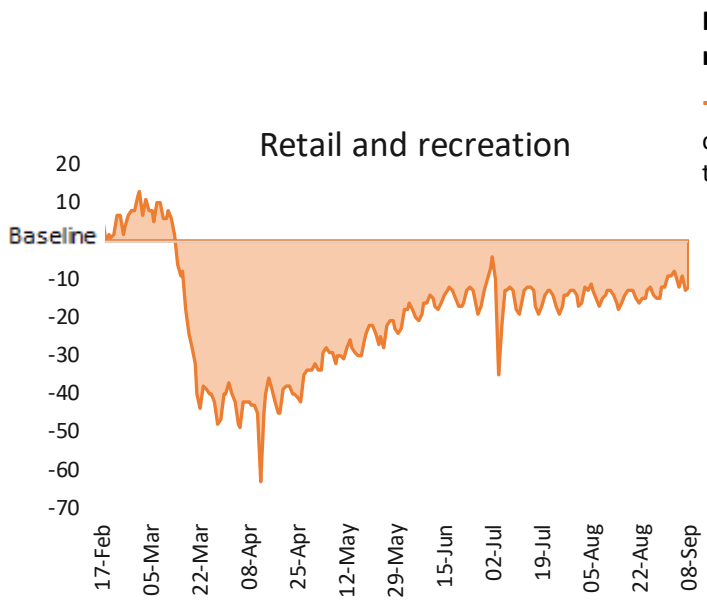
**Workplaces**  
**-30%**  
compared to baseline



**Residential**  
**+5%**  
compared to baseline



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## Economic Retail Reports



### UK Retail Sales

Monthly: covers a range of retail sales indices and category breakdowns including online retail sales, clothing and footwear, household goods, food, DIY and gardening, consumer electricals and more. [More info >](#)



### UK Online Retail

Monthly: covers a range of online retail sales indices and category breakdowns including online retail sales, online growth rates by sector, online penetration rates, forecasts and market size estimates. [More info >](#)



### UK Retail Inflation

Monthly: covers a range of retail inflation indices and category breakdowns including food inflation, non-food inflation, clothing and footwear, household goods, food, DIY and gardening, consumer electricals, commodity prices, exchange rates and more. [More info >](#)



### UK Consumer\*

Quarterly: analyses a range of UK consumer spending indicators including housing market data, consumer confidence, consumer credit, household inflation, labour market statistics, wage growth, retail sales and more. [More info >](#)



### UK Retail Economic Briefing

Monthly: analyses a range of macroeconomic indicators including GDP, consumer spending, inflation, labour market, commodity prices, exchange rates, monetary indicators, credit and lending market data, house prices, mortgage data, retail sales and more. [More info >](#)



### UK Retail Industry Outlook\*

Quarterly: provides a forward-looking critical retail analysis. Predictive forecasts and insightful narrative draw upon our econometric models to help you identify the key risks and future opportunities to drive your strategic planning. [More info >](#)



### Executive Report

Monthly: provides a succinct one-page summary ideal for senior management and meeting notes; concise need-to-know retail data for the month which includes a mix of the major economic indicators and retail metrics. [More info >](#)

## Retail Sector Reports



### Food & Grocery

Food & Grocery retail sales index  
Bespoke sector specific economic analysis  
Food online sales and penetration rates  
Market share data  
Food inflation analysis and more. [More info >](#)



### Clothing & Footwear

Clothing & Footwear retail sales index  
Bespoke sector specific economic analysis  
Clothing online sales and penetration rates  
Consumer trends for online shopping  
Spend on clothing by region and more. [More info >](#)



### Homewares

Homewares retail sales index  
Bespoke sector specific economic analysis  
Homewares region spending data  
Analysis of key economic drivers such as house moves, personal finances etc.  
Weather data and more. [More info >](#)



### Furniture & Flooring

Furniture & Flooring retail sales index  
Bespoke sector specific economic analysis  
Consumer trends for online shopping  
Analysis of key economic drivers such as consumer confidence, credit and lending  
Regional footfall statistics and more. [More info >](#)



### DIY & Gardening

DIY & Gardening retail sales index  
Bespoke sector specific economic analysis  
DIY & Gardening region spending data  
Analysis of key economic drivers such as weather data, 'improve not move' trends  
Executive summary and more. [More info >](#)



### Electricals

Electricals retail sales index  
Bespoke sector specific economic analysis  
Consumer trends for online shopping  
Analysis of key economic drivers such as disposable income growth, product launches etc.  
Electricals inflation and more. [More info >](#)



### Health & Beauty

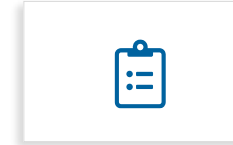
Health & Beauty retail sales index  
Bespoke sector specific economic analysis  
Health & Beauty shopper trends such as 'lipstick effect', own-brand cosmetics etc.  
Impact of digital and social media  
Household spend by region and more. [More info >](#)

## Subscription Bolt-On Services



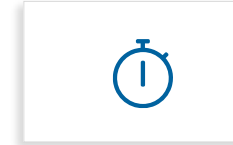
### COVID-19 Service

Get impact assessment reports for the UK retail and leisure industry to help identify threats  
"COVID-19 Quick Responses", consumer panel research  
COVID-19 newsletters, economic chartbooks and more... [info >](#)



### Shopper Sentiment Survey

Keep a finger on the pulse of what's driving UK consumer shopping behaviour. Identify the range of macroeconomic factors that influences household spending. Really understand your consumer base and the cost pressures they face  
Identify opportunities within your sector.



### Quick Response Service

Get the latest need-to-know retail news straight to your inbox. Choose: 1) Economic updates — GDP, consumer spending, retail sales, wages, house prices, credit and more; or 2) Retailer results — key financial results and critical retailer news reported for around 50 listed retailers.



### Face-to-face presentation

Hear our thought-provoking views and opinions at your conferences, seminars, company away-days or board meetings  
Get the personal touch from senior staff members — Richard Lim (CEO) & Stephen Robertson (Chairman) being in popular demand.



### Retail Cost Base Index

Essential for improving your financial planning strategy  
Gain a deeper understanding of your operating costs in order to manage risk. Learn how macroeconomic factors might affect your supply chain. Producer Price Index (inputs and outputs) data. Understand the impact of labour costs, business rates etc.



### Tailored Reporting

Get the precise data you're looking for and accurately answer key retail questions. It cuts through the noise and enables us to deliver bespoke reporting tools which are relied on by executive teams to identify the need-to-know economic indicators and to interpret what they mean for your business.



### Additional users

Need more user accounts? No problem, this bolt-on allows you to add additional users so you can share insights directly within your team.



# Our services



## Subscription Service

Our subscription service is a completely tailored, holistic, retail intelligence package.

You choose the monthly insight reports and services you need - we create a maximum value package for you. We offer: monthly economic reports, monthly retail sector reports, downloadable timeseries data, help desk assistance, quick response retail updates, shopper sentiment surveys, weather data, retail cost base index, tailored reporting, face-to-face presentations and more.



## Thought Leadership Research

Be a prominent thought leader and command authority within your field by publishing thought leadership research.

Publishing cutting edge research on ahead-of-the-curve issues and trends affecting the industry is a proven method to command authority and raise profile. We plan and implement research, analyse results, identify key findings and generate reports with complete flexibility of input. This is a complete end-to-end service from research planning to campaign launch.



## CEO Presentations

Get the personal touch and interact face-to-face with the CEO Retail Economics (City AM Analyst of the Year 2019 nominee).

Secure an opportunity to hear our thought-provoking views and opinions at your conferences, seminars, company away-days or board meetings; both Richard Lim (CEO) and Stephen Robertson (Chairman) being in popular demand.



## Media, PR & Comms

Maximise impact and media traction for your projects and campaigns using our extensive industry expertise and well-established networks.

Secure the attention your work deserves and achieve its intended impact. We assist and advise on: campaign creation and planning, media engagement, messaging, propositioning, events, trends, insight analysis, thought leadership and influencer targeting.



## COVID-19 Service

Better assess the impact of the coronavirus crisis; essential to inform critical decisions, mitigate risk and to plan ahead in such challenging times.

Keep abreast of the latest developments affecting the industry. Gauge consumer sentiment by sector and channel with proprietary data. Identify opportunities from the myriad of challenges facing the industry.



## Brexit advisory service

Our Brexit advisory service arms you with critical insights needed to limit your risk and ensure Brexit readiness and beyond.

Brexit is affecting many industries above and beyond retail. Our specialist Brexit advisors can help you navigate the policy implications, bringing clarity to your planning strategies and ensure you are best placed going forward.



## Data & Benchmarking

Using industry standard methodology and best practices, we provide bespoke proprietary data and benchmarking services allowing you to accurately measure and monitor performance.

Avoid inaccurate estimates and 'second guessing' to assess your performance. Get the precise data and use robust economic models to accurately gauge your performance against tailored metrics.



## Economic modelling

Better understand how your key industry variables affect your organisation: demography, socio-economic profiles, regional, sector, policy, industry and skills etc.

Our economic consultancy team use industry standard practices for: forecasting, scenario analysis, data analytics, socio-demographic projections and economic impact modelling. We also undertake highly bespoke modelling for forecasting.



## Advisory & Business planning

Accelerate and grow your business with intelligent planning, forecasting and risk management using our business advisory service.

We work with multiple retailers, institutional investors and government departments using robust data and expert advice on: business plans, propositioning, funding, marketing and strategy. We can also conduct market research for more informed planning.

## Get in touch

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Retail Economics is an independent economics research consultancy focusing exclusively on the UK retail and consumer industry. Our subscription service empowers you with a deeper understanding of the key economic drivers supporting the UK retail industry, providing a competitive edge needed to make critical business and investment decisions.

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