

COVID-19's Industry Impact as Canada Reopens

In May, Canada saw COVID-19-related restrictions ease across much of the country. Many industries experienced double-digit growth compared to April. Industries that have experienced accelerated growth due to the crisis have one thing in common: They all elevate our at-home experience. **Here is a closer look at recent progress ...**



Retail sales in Canada declined -7%

in dollars and -6% in units in May compared to the same time last year.

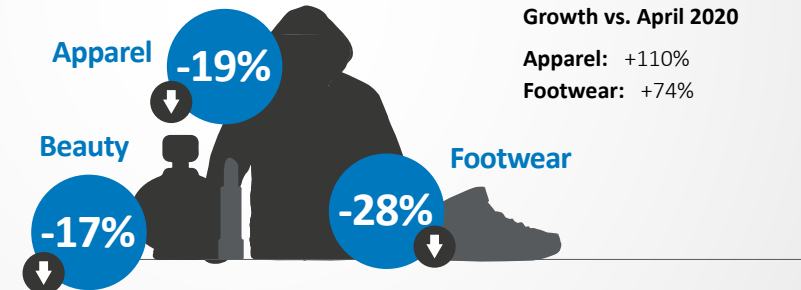


Looking at foodservice, traffic was down 28%

and sales were down over \$3B in May compared to year ago.

Beauty, apparel, and footwear were the hardest-hit categories — all rely heavily on malls for in-store sales.

May 2020 Dollar Decline vs. Year Ago

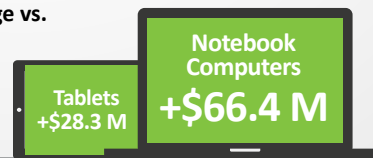


May 2020 Dollar Sales Growth vs. April 2020

Apparel: +110%
Footwear: +74%

In tech, notebooks and tablets were the top-growing categories in May.

Tech May dollar change vs. year ago

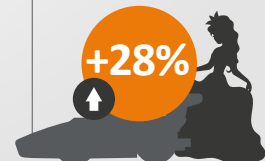


Toys dollar growth increased by 28%

and unit growth by 7% compared to May 2020.



In home categories for June Weeks 1 – 3, housewares and small appliance posted YOY dollar growth of more than 40%.¹



As consumers return to stores and restaurants, it will be important to monitor changes in behaviour and attitudes related to retail and foodservice. Progressing through the phases of business recovery will require making decisions based on the latest data and deep industry expertise. Let us know how we can help.

Source: The NPD Group/Retail Tracking Service and CREST*

¹The NPD Group/Retail Tracking Service, Preliminary Industry Sales Performance

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