



Euromonitor  
International

# COVID-19 Survey: 2020, A Year in Review

January 2021

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## INTRODUCTION

Scope  
COVID-19 survey snapshot 2020

## GLOBAL IMPACT

Partial recovery from global recession expected in 2021  
Increasingly polarised consumer markets  
Most and least impacted industries  
From extensive to moderate business impact  
Retail sales showing signs of recovery

## ADAPTING TO THE NEW REALITY

“New normal” emerges as consumer behaviour shifts amid the crisis  
Despite growing fears of disrupting normal business...  
... companies are learning to live with COVID-19  
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UCook teams up with chefs to bring the restaurant experience home  
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The focus is on people and the economy

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## CONCLUSION

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## ABOUT VOICE OF THE INDUSTRY

About Euromonitor's Voice of the Industry series

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/covid-19-survey-2020-a-year-in-review/report](http://www.euromonitor.com/covid-19-survey-2020-a-year-in-review/report).