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result of the WHO declared pandemic known as the coronavirus, or COVID-19, according to a March 2020 survey by Digital Commerce 360 of 304 retailers.

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Almost half of all retailers expect some economic downturn in their revenue as a result of the WHO declared pandemic known as the coronavirus, or COVID-19, according to a March 2020 survey by Digital Commerce 360 of 304 retailers.

In the Digital Commerce 360 exclusive article, [“Taking the pulse: Retailers and the coronavirus,”](#) senior consumer insights analyst Lauren Freedman details the worries

and expectations retailers have concerning their business and the coronavirus.

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they are taking relative to COVID-19, while the rest are being proactive

- And 44% expect production delays as the coronavirus progresses

“Much of the challenges retailers face in our interconnected world is supply chain-related,” says Freedman. “When asked ‘which of the following actions are you taking as a result of the coronavirus,’ supply chain communication (48%), contingency planning (34%) and hopes to minimize disruptions (32%) top the list of retailer actions.”

Small Business

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