

Pandemic Series: Impact On Consumer Markets

Richard K. Miller & Associates (RKMA) has recently published the Pandemic Series, four business reference ebooks assessing the impact of the pandemic on businesses in the U.S. consumer marketplace.

Titles are as follows:

- *Restaurants: Impact of the Pandemic*
- *Retail & E-Commerce: Impact of the Pandemic*
- *Sports: Impact of the Pandemic*
- *Travel & Tourism: Impact of the Pandemic*

The cost is \$285 each; \$500 for the complete Pandemic Series.

The Pandemic Series is an essential business reference collection for academic libraries that support an MBA, marketing, hospitality management, and sports management curricula. Electronic editions may be delivered via IP authentication access at no cost. MARC records are available.

The Pandemic Series is an essential resource for businesses to guide strategic planning and market development during these challenging and opportunistic times.

The Pandemic Series or individual titles may be ordered at www.rkma.com, which provides instant access to the content.

Please contact Richard Miller directly at richard.miller@rkma.com with any questions or to order your Pandemic Series.

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RESTAURANTS: IMPACT OF THE PANDEMIC

The restaurant industry lost \$120 billion through the first three months of the pandemic and is forecast to sustain \$240 billion in losses by the end of 2020. ***Restaurants: Impact of the Pandemic*** quantifies the impact on the sector from both the consumer and business perspective. Assessment is made for restaurant brands, full-service and limited service sectors, and college campus foodservice. Month-by-month revenue data provides a baseline for research studies and strategic planning. Survey findings provide insight into anticipated post-pandemic changes in consumer dining behaviors and shifts in spending.

Restaurants: Impact of the Pandemic assesses the growth in carryout and delivery, increases in alcoholic beverage service, ghost kitchens, innovations in drive-thru service, new emphasis in restaurant design, and more.

Menu preferences during the pandemic are assessed nationally and state-by-state. Outdoor dining is also discussed. *Chapter 17: Restaurants of the Future* previews the permanent advances in the marketplace brought on by the experiences of the pandemic.

RETAIL & E-COMMERCE: IMPACT OF THE PANDEMIC

The pandemic has caused major shifts in consumer behaviors and retail spending. ***Retail & E-Commerce: Impact of the Pandemic*** provides an in-depth assessment of how the U.S. retail marketplace evolved since the stay-at-home phase of the pandemic in March 2020 through the initial recovery phase in Fall 2020. The assessment also points to new directions the U.S. retail sector will take going forward.

Retail & E-Commerce: Impact of the Pandemic examines 10 retail segments with month-by-month sales data, foot traffic statistics, and shopping trends. Analysis of trends includes back-to-school spending, Buy Online, Pickup In Store (BOPIS), delivery services, buy local initiatives, and more. The impact of the pandemic on malls and shopping centers is also assessed.

Retail & E-Commerce: Impact of the Pandemic also examines the impact of the pandemic from the consumer perspective. Analysis of trends includes spending shifts driven by increased at-home activities.

The coronavirus pandemic put e-commerce at the forefront of retail as statewide lockdowns, store closures, and the fear of contracting the coronavirus deterred consumers from shopping in stores. ***Retail & E-Commerce: Impact of the Pandemic*** quantifies the evolution of e-commerce with monthly sales data and assessments by product category and customer demographic.

SPORTS: IMPACT OF THE PANDEMIC

The pandemic has completely disrupted the \$430 billion sports business in the United States: postponed and cancelled games and events, games being played in bubbles, fragmentation of the fan base, disruption of sports marketing and media, vacant arenas and stadiums, and billions of dollars in financial losses. ***Sports: Impact of the Pandemic*** quantifies these impacts, providing guidance for the industry to move forward.

Sports: Impact of the Pandemic assesses the impact, activities during the pandemic, and schedule revisions for each of the major league sports, collegiate sports, golf, horse racing, motorsports, tennis, the Olympic games, and more.

Providing insight into the fan base, ***Sports: Impact of the Pandemic*** presents consumer surveys, assesses media use during the pandemic, and projects how fans will return to sports post-pandemic.

Sports: Impact of the Pandemic is an essential reference for academic libraries that support a sports management curriculum and an important resource for strategic planning by executives in sports businesses.

TRAVEL & TOURISM: IMPACT OF THE PANDEMIC

The economic impact of the coronavirus pandemic on the travel sector is projected to reach \$500 billion by year-end 2020. Lost federal, state and local taxes and revenue related to travel are estimated at almost \$100 billion. The travel industry is not expected to recover to pre-pandemic levels until 2024.

Travel: Impact of the Pandemic assesses and quantifies the impacts on businesses in the hospitality sector, cultural activities, the transportation sector, and tourist attractions. The analyses includes assessments of the impacts on hotels, business travel, leisure travel, tourist destinations, casinos, college towns, cruises, road travel, international travel, and more.

Survey findings in ***Travel: Impact of the Pandemic*** present consumer expectations for cleanliness and hygiene, accommodating social distancing, and protecting their health and welfare when they travel. How hospitality, tourist attractions, and transportation businesses are accommodating these expectations is also analyzed.

Travel: Impact of the Pandemic is an essential reference for academic libraries that support a travel and hospitality management curriculum and an important resource for strategic planning by executives in all travel-related businesses.

RESTAURANTS: IMPACT OF THE PANDEMIC

Richard K. Miller & Associates
Special Edition | September 2020 | eISBN:9781577833031 | 115 pages | \$285.

PART I: ANALYSIS

- 1 Financial Impact
- 2 Bankruptcies & Closures
- 3 Reduced Demand
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- 6 Restaurant Employees
- 7 Restaurant Safety & Hygiene
- 8 The Food Supply Chain

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RETAIL & E-COMMERCE: IMPACT OF THE PANDEMIC

Richard K. Miller & Associates
Special Edition | September 2020 | eISBN:9781577833044 | 110 pages | \$285.

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- 1 Impact of COVID-19 on Retail
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- 4 Retail Spending for At-Home Activities
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8. National Basketball Association
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TRAVEL & TOURISM: IMPACT OF THE PANDEMIC

Richard K. Miller & Associates

Special Edition | October 2020 | eISBN:9781577833062 | 110 pages | \$285.

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APPENDIX A - CONTACT INFORMATION

APPENDIX B - COVID-19 CASES & DEATHS BY STATE

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