



Pacific Trade Invest

# PACIFIC BUSINESS MONITOR

## COVID REFLECTIONS - RETAIL TRADE



**2,605  
RESPONSES**

From key decision makers in their business



**PACIFIC  
REACH**

Based on responses from across the Pacific region



**QUANTITATIVE  
SURVEY**

The 5-minute surveys were distributed by the PTI Network and completed by respondents online



**LONG-TERM  
TIMELINE**

All responses were collected between 2020 -2022



## INTRODUCTION

Over the course of 2020 to 2022, Pacific Trade Invest (PTI) commissioned Fifth Quadrant, an independent research agency, to run the regular PTI Pacific Business Monitor survey to understand the ongoing effects of COVID-19 on the Pacific's private sector. In addition to a global health emergency, COVID-19 caused an economic crisis and slowdown, impacting millions of businesses around the world, including those in the Pacific region.

On 5 May 2023, the World Health Organization (WHO) declared that COVID-19 no longer represents a global health emergency.

As such, this series of PTI Pacific Business Monitor - COVID Reflection reports offer a retrospective look at the data, re-segmented industry by industry. The reports re-analyse the data to offer new quantitative insights on how specific Pacific industries were impacted by the unprecedented circumstances of the last three years.

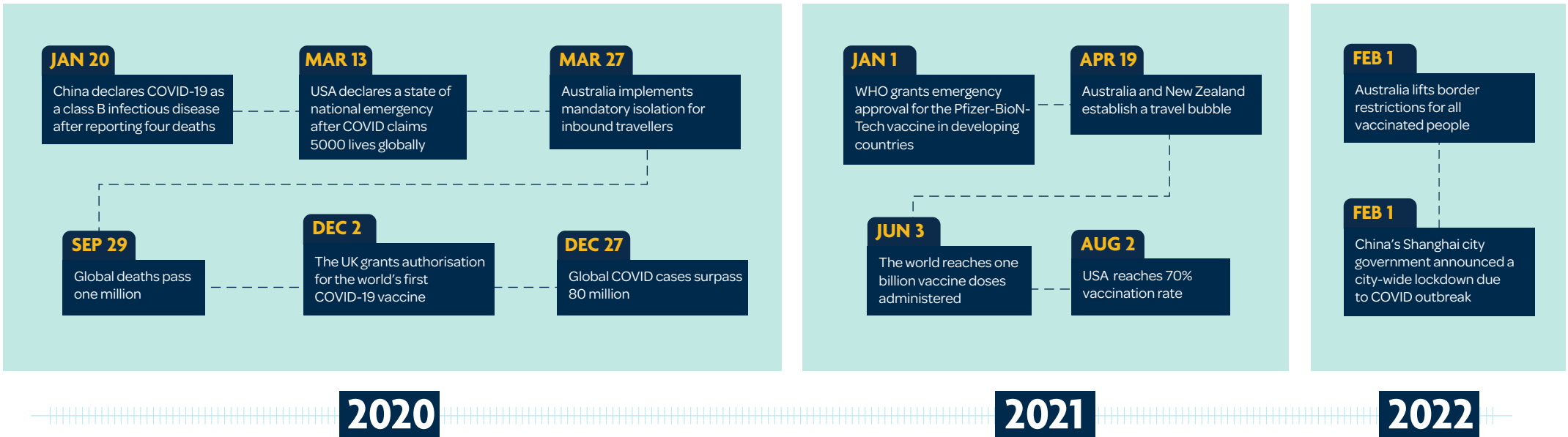
The objective of these reports is to provide governments, donors and stakeholders with valuable data on Pacific industries and their challenges, needs and opportunities.

## ABOUT PTI

The PTI Network is an agency of the Pacific Islands Forum (PIF) and is the Pacific's leading trade and investment promotion agency. With offices in Australia, China and New Zealand, the PTI Network develops and promotes trade and investment across international markets.

These timelines show the progression of the pandemic in the Pacific Islands, compared to the rest of the world.

# WORLD



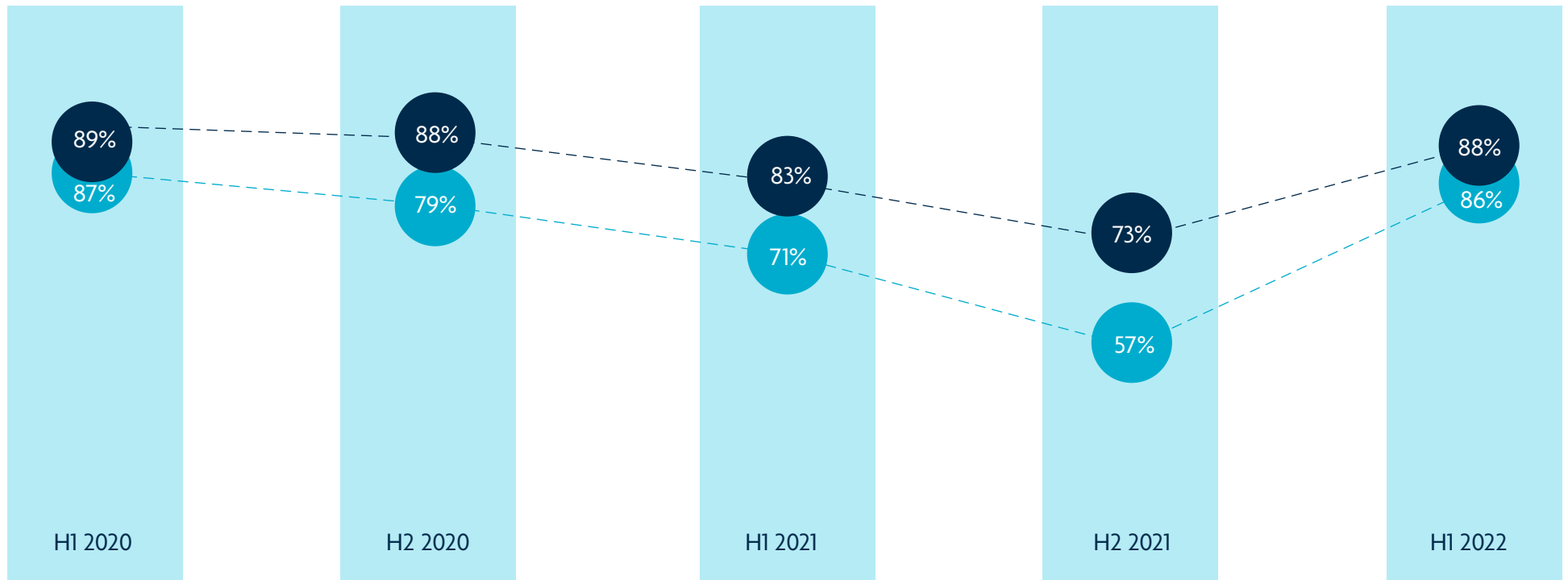
# PACIFIC ISLANDS



# IMPACT OF COVID-19

*In 2020 and 2021, the proportion of retailers that experienced negative impacts due to the pandemic was slightly lower than the overall average for all Pacific industries. However, this gap closed in the first half of 2022 as retailers reported rising negative impacts.*

**Q1** | How would you describe the impact of COVID-19 on your business since March 2020 (the start of the outbreak)?



● TOTAL NEGATIVE IMPACT - PACIFIC RETAIL TRADE

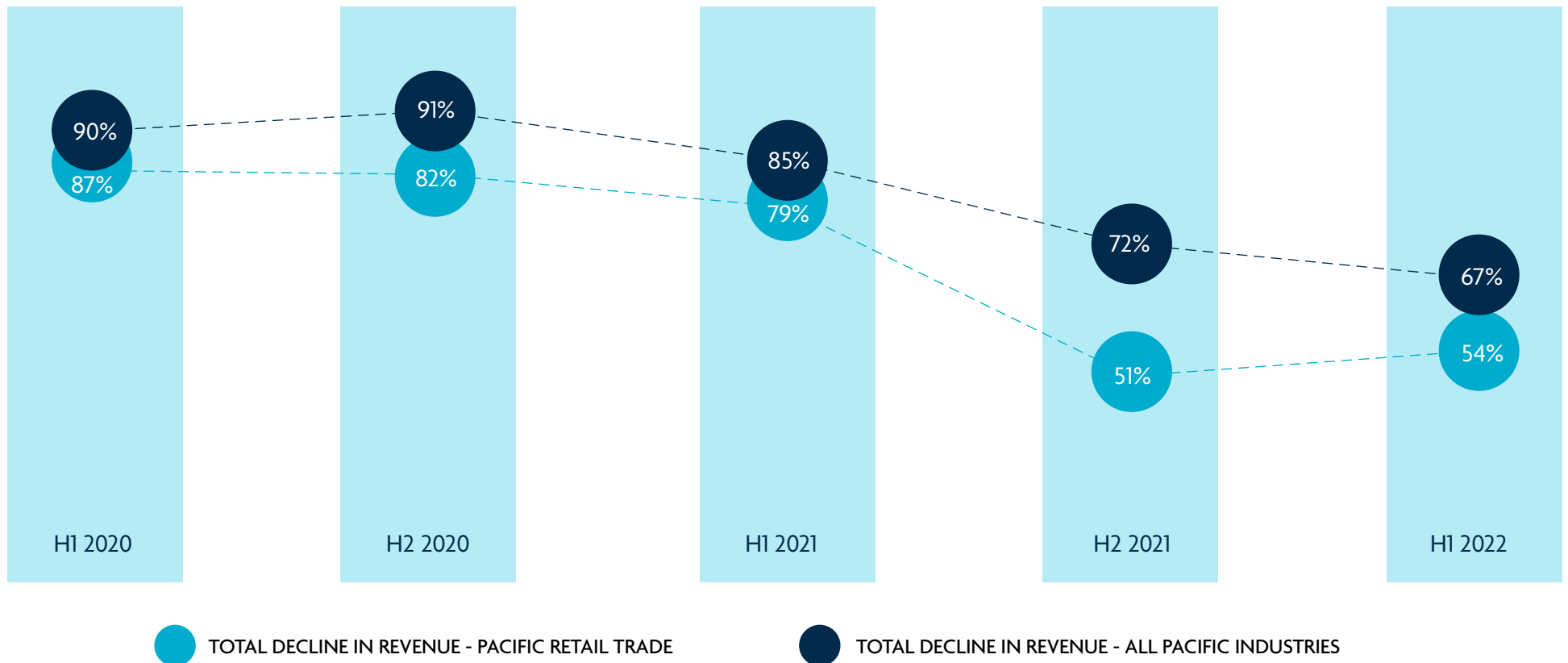
● TOTAL NEGATIVE IMPACT - ALL PACIFIC INDUSTRIES



# IMPACT OF COVID-19

Retailers reported severe declines in revenue in 2020 and early 2021. Revenue appears to have picked up in the second half of 2021, with approximately one in two respondents reporting a decline in revenue, compared to four in five early in the pandemic.

**Q2** | How does your current business sales/revenue compare to your pre-COVID revenues?





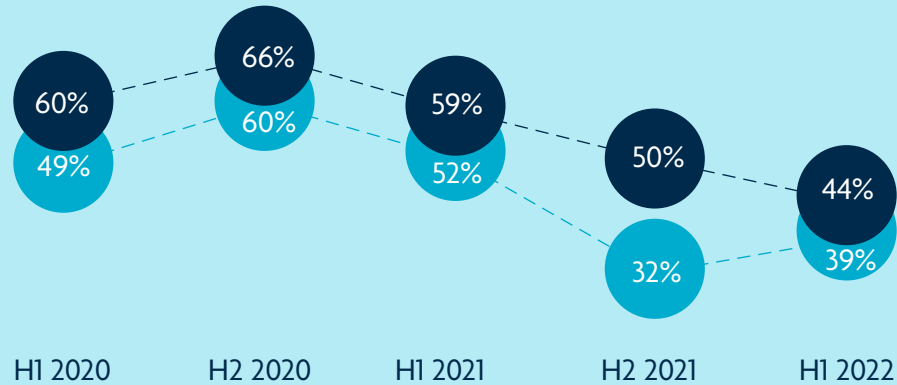
# IMPACT OF COVID-19

Q3

What impact has COVID-19 had on the following criteria over the past 3 months?

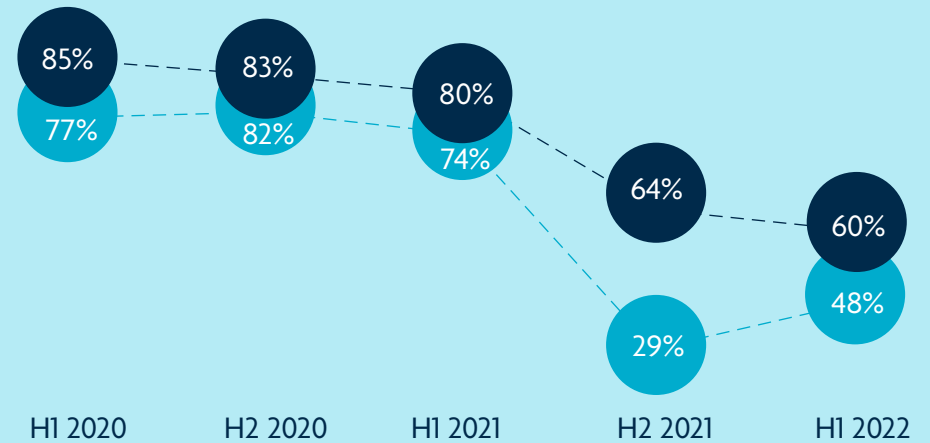
The negative toll on mental health and community wellbeing for retailers mirrored the overall average for all Pacific industries closely over the course of the pandemic. However, in line with the reported revenue increase in the second half of 2021, negative impact on mental health and community wellbeing declined notably over the same period.

### Impact of COVID-19 on own mental health



● TOTAL NEGATIVE IMPACT - PACIFIC RETAIL TRADE

### Impact of COVID-19 on wellbeing of the community



● TOTAL NEGATIVE IMPACT - ALL PACIFIC INDUSTRIES



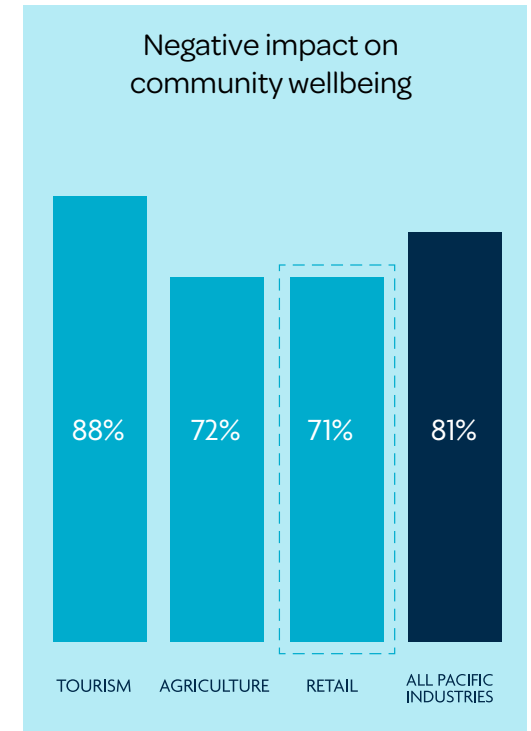
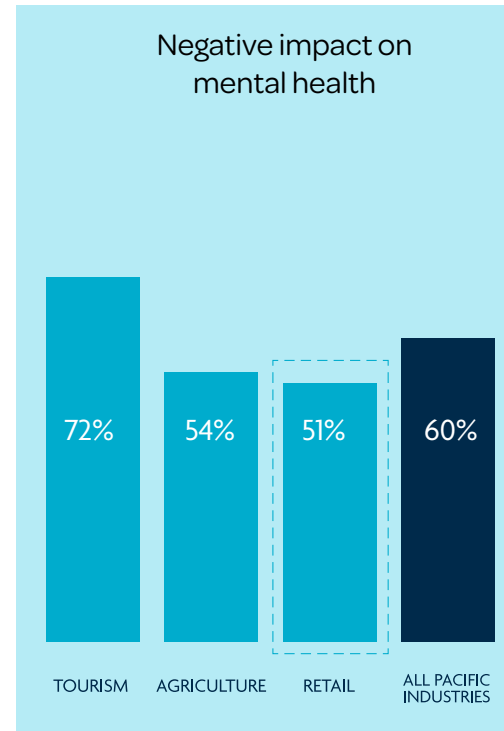
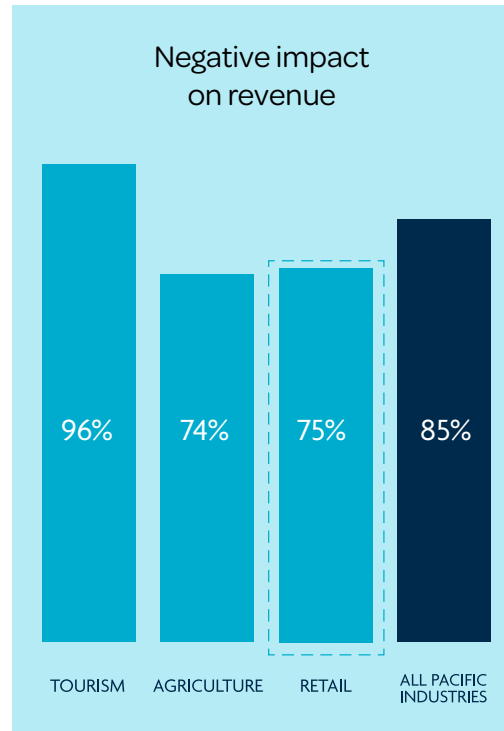
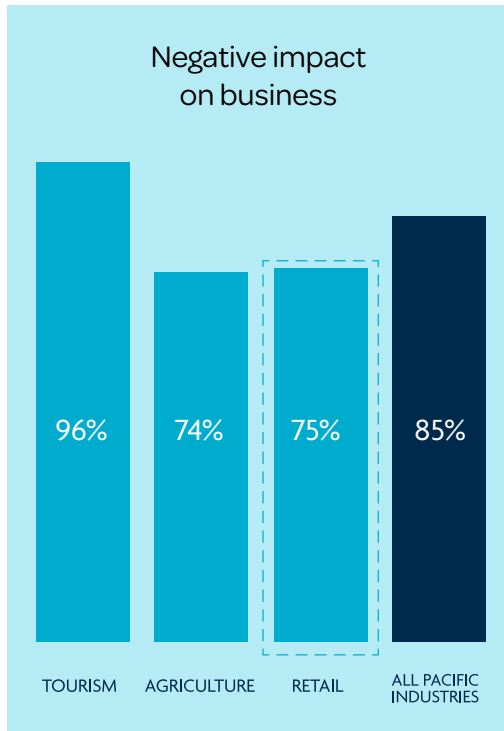
# IMPACT OF COVID-19

Q4

How would you describe the impact of COVID-19 on...

Across the course of the pandemic, retailers reported fewer negative impacts on business, revenue, mental health and community wellbeing than the Pacific industry average, and the tourism industry. Average severity of impacts on retailers were similar to that of the agriculture industry.

## INDUSTRY AVERAGES (ACROSS ALL SURVEYS 2020-2022)



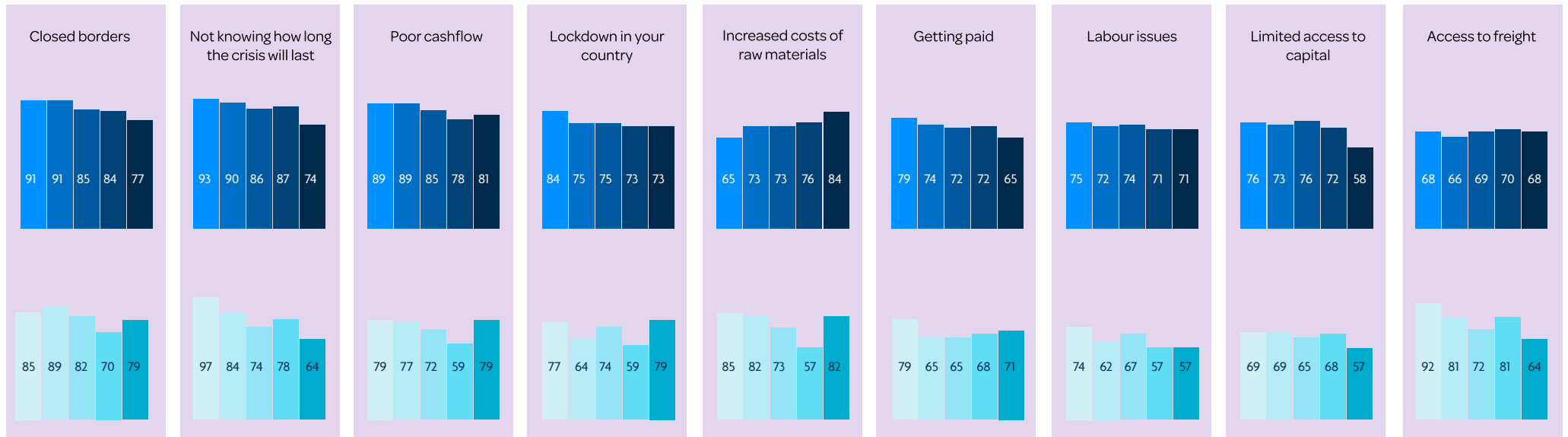
# CHALLENGES

*While most challenges for retailers declined in severity over the course of the pandemic, closed borders, poor cashflow, lockdown within own countries, and increased cost of raw materials continued to prove challenging into 2022.*

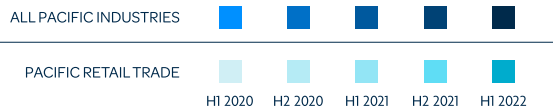
## Q5

How challenging has your business found the following in the past month due to COVID-19 and the current market conditions?

### ALL PACIFIC INDUSTRIES



## TOTAL % CHALLENGED



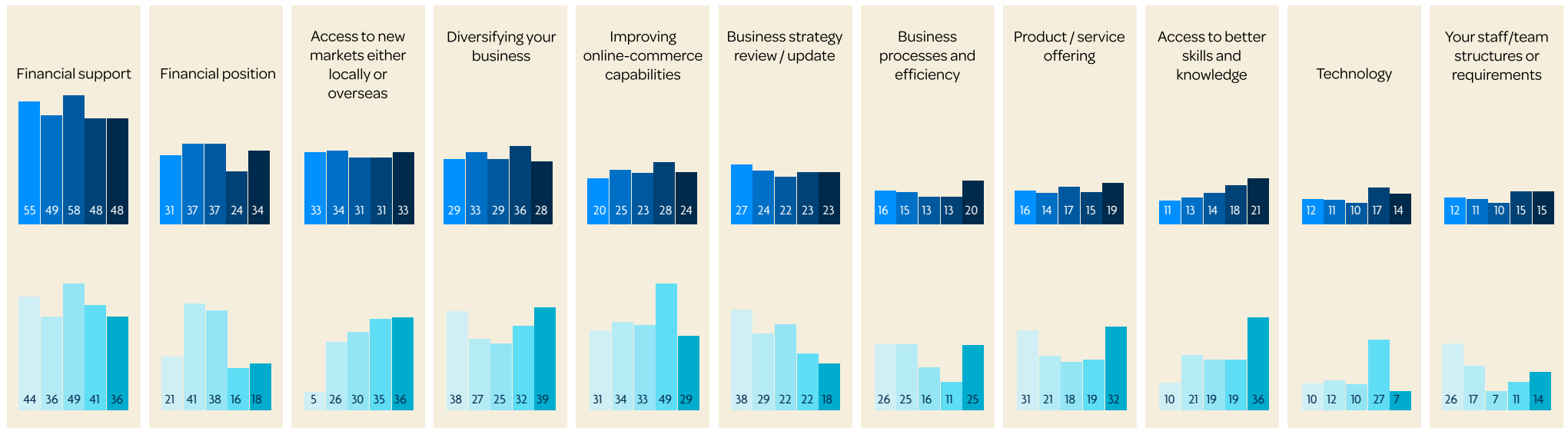


# INITIATIVES

## Q6

What are the top three initiatives that you need to action to support your business now?

Similar to the average for all Pacific industries, a high proportion of retailers called for financial support over the course of the pandemic. However, a significantly higher percentage of retailers also looked to diversify their business, improve online-commerce capabilities, review business processes and efficiency, review product and service offerings, and to access better skills and knowledge.



## TOTAL % IN NEED

ALL PACIFIC INDUSTRIES



PACIFIC RETAIL TRADE

H1 2020 H2 2020 H1 2021 H2 2021 H1 2022



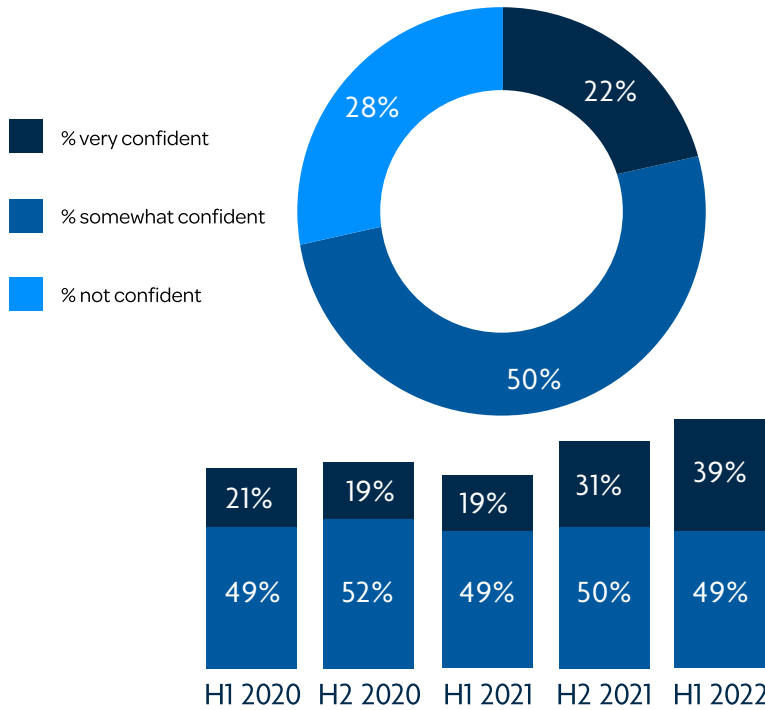
# CONFIDENCE

Q7

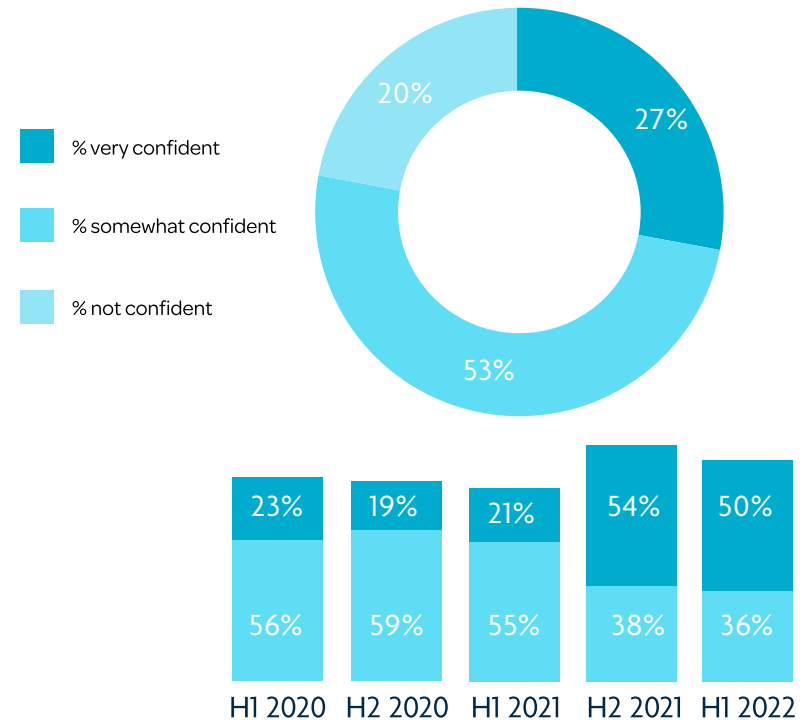
How confident are you that your business will survive the COVID-19 crisis?

The majority of retailers remained confident that their business would survive the COVID-19 pandemic, with confidence increasing in the second half of 2021 and into 2022.

### CONFIDENCE - ALL PACIFIC INDUSTRIES



### CONFIDENCE - PACIFIC RETAIL TRADE



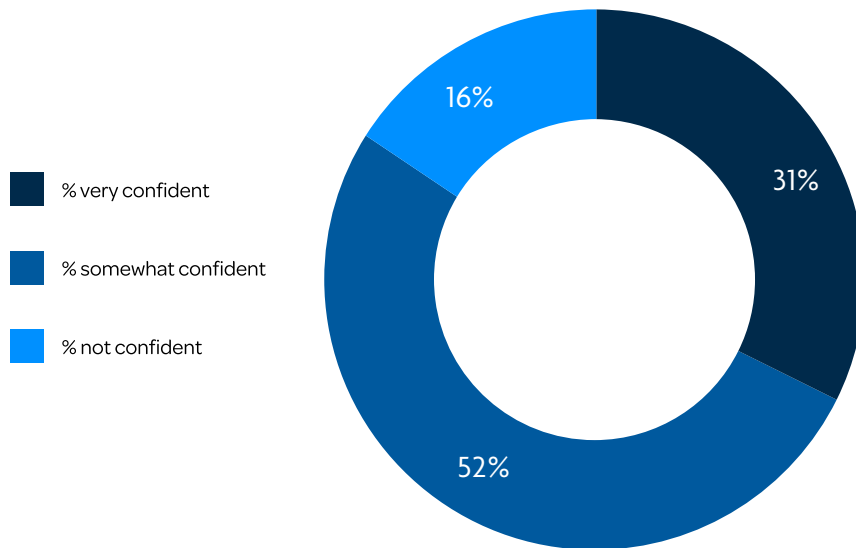


# CONFIDENCE

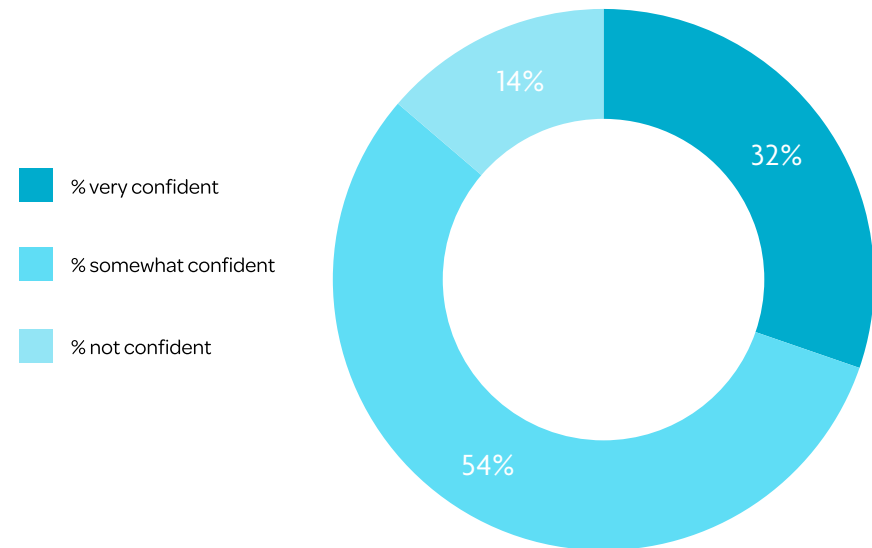
**Q8** | How confident are you that your business will build back stronger post the COVID-19 crisis?

*In line with other businesses, a majority of retailers were also confident they would build back stronger post-pandemic.*

CONFIDENCE - ALL PACIFIC INDUSTRIES

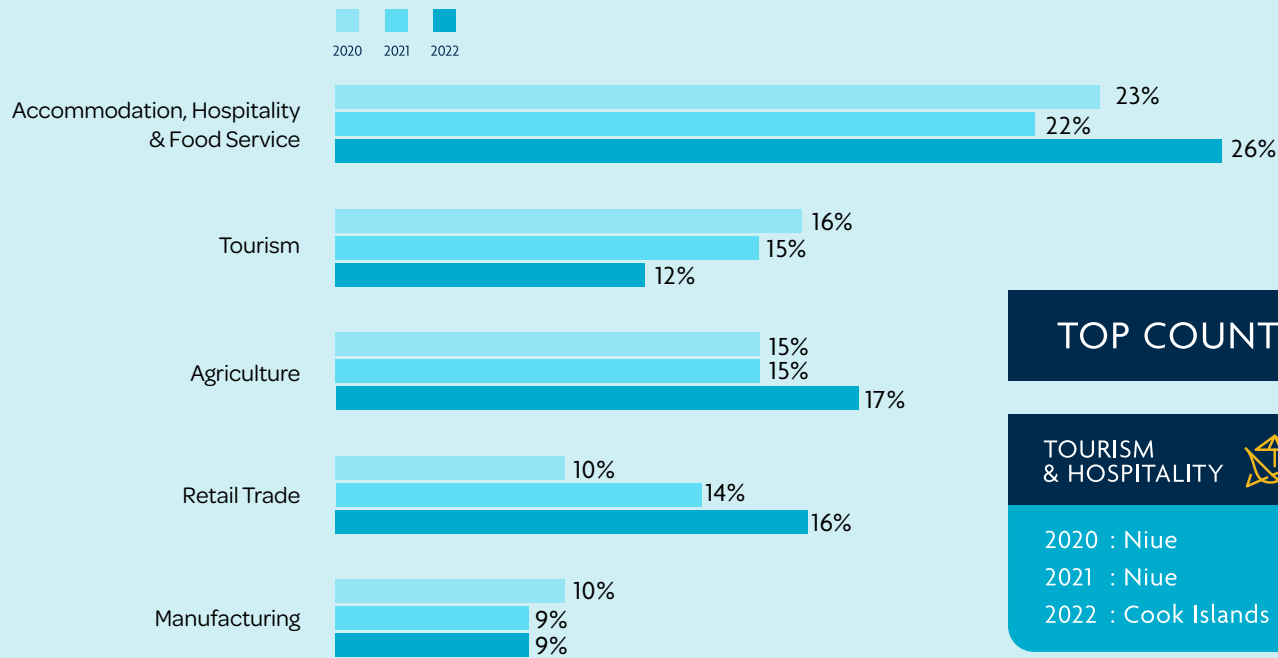


CONFIDENCE - PACIFIC RETAIL TRADE



# SAMPLE COMPOSITION

*Our sample is made up of respondents from a wide range of industries, with Accommodation, Hospitality & Food Service, Tourism, Agriculture, and Retail Trade well represented.*



## TOP COUNTRY CONTRIBUTORS PER YEAR BY INDUSTRY

### TOURISM & HOSPITALITY



2020 : Niue  
2021 : Niue  
2022 : Cook Islands

### AGRICULTURE



2020 : PNG  
2021 : Fiji  
2022 : Samoa

### RETAIL TRADE



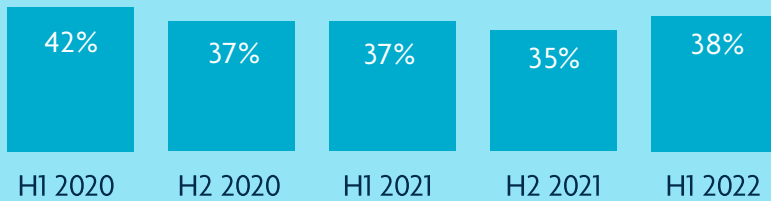
2020 : Tuvalu  
2021 : Tuvalu  
2022 : Tuvalu

# SAMPLE COMPOSITION

The four PTI Pacific Business Monitor - COVID Reflection reports have been re-segmented by the following industry classifications, as well as by female-led/owned businesses. Each cohort contributed a significant proportion of responses across the survey period.

This report consolidates and highlights responses from the retail trade segmentation.

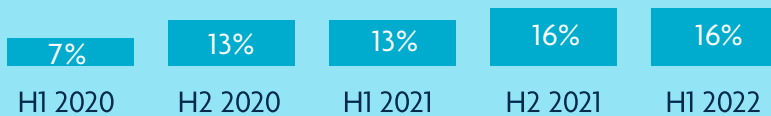
## TOURISM & HOSPITALITY



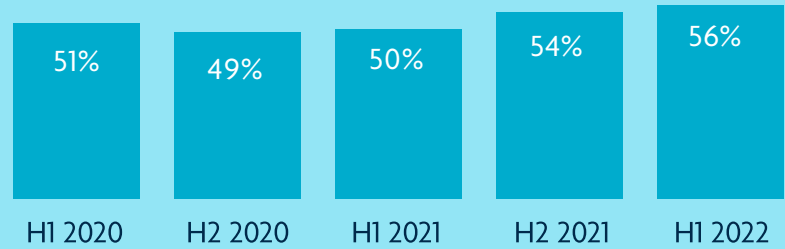
## AGRICULTURE



## RETAIL TRADE



## FEMALE-LED







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