

What U.S. Suppliers Are Looking for From Retailers in Post-Pandemic Partnerships

Theme	Behavior / Contribution to the Partnership
Business Strategies	<ul style="list-style-type: none"> ▪ More focus on digital / e-commerce ▪ Leverage data and insights to understand the long-term shift in shopping behaviors and trends ▪ Revisit strategies based on the long-term shifts in behavior and trends (e.g., less trips to the store, bigger carts, pack sizes, competitive everyday pricing, etc.) ▪ Contingency plan with better preparation for crises in the future ▪ Pay more attention to safety and hygiene in stores
Collaboration & Communication	<ul style="list-style-type: none"> ▪ Building stronger partnerships based on mutual respect and trust ▪ Greater willingness to share and provide visibility to data ▪ Understanding that it will take time to get back to 'normal' ▪ Continued use of virtual vs. in-person meetings ▪ More frequent and regular communication ▪ Greater transparency and more open conversations
Agility / Flexibility	<ul style="list-style-type: none"> ▪ Increased speed and agility with the ability to be more nimble ▪ Greater flexibility and adaptability
Supply Chain	<ul style="list-style-type: none"> ▪ Better communication and collaboration in supply chain ▪ Improvements and/or more flexibility in supply chain ▪ Revamping supply chain metrics

Source: 2020 Advantage Report USA, Mirror Report, August 2020

In response to: "How, if at all, have your expectations of your business partners changed or how do you anticipate your expectations will change in the post crisis world?"