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Don't Let Omicron Influence Your Purchasing Behaviors

The Retail Association of Nevada is reminding consumers that there is no need to change purchasing behaviors due to the omicron variant. Some preferred products or brands may have intermitted disruptions in availability; however, the supply chain is operating smoothly, and systemic shortages are not currently projected.

“These small supply chain disruptions aren’t new; with the exception of very early in the pandemic, there have been plenty of products on the shelves if we all work together and buy reasonable quantities of the products we need,” said Bryan Wachter, Senior Vice President of RAN. “However, your favorite product or brand might be temporarily out of stock due to the continued production lags that started nearly two years ago. Check back in a few days or check another store in the area if you need a specific item.”

In addition to some increase in consumer purchasing, Nevada retailers are experiencing the same labor difficulties as all industries that haven’t taken a pause during the pandemic, creating intermittent delays throughout the supply chain, including the stocking of shelves once products are delivered to stores. Products are generally refilled within a couple of days, and each store has different demands and ordering or stocking procedures.

“The retail industry is thriving despite the pandemic, and this unprecedented demand is making staffing especially challenging in the industries, like retail, that haven’t taken a pause during the last two years of this pandemic,” Wachter said. “Please have patience with our retailers who are working diligently to keep products on shelves and stores staffed for their customers.”

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