

THE EVOLVING CONSUMER

24% of buyers have stopped stockpiling.

1

NOT STOCKPILING.

24% *decline* in purchasing produce, bakery/bread, dairy, and meat.

2

FEELING SAFER.

11% *decline* in people feeling very concerned or anxious.

3

GETTING BY.

12% *decline* in purchase of sweets and toilet paper.

4

NOT WORKING.

34% of buyers are currently living on unemployment.

5

PINCHING PENNIES.

15% increase in the importance of price in pet care.

6

LESS SELF-CARE.

12% increase in the importance of price in personal care.

7

STAYING LOYAL.

8% increase in brand driving frozen food and snacks purchases.

8

SHOPPING BUDDY.

7% increase in buyers bringing a spouse or kids.



METHODOLOGY:

The Surveys on the Go® Mobile App was used to collect insights into consumers' in-store shopping behaviors in response to the COVID-19 outbreak, trending over time. N=1,200 to 2,400/week. Male (50%) and Female (50%). Ages Under 35 (50%) and ages 35+ (50%). Nationally Representative. Data Collection Period: April 20th to 26th.