

# BRAND LOYALTY MAKING A COMEBACK?

12% of shoppers are now only buying preferred brands.

We've been given an even playing field.



## GRAB & GO!

**32%**

of shoppers want a quick trip. Prep stores for grab & go buyers.



## BRAND IS COMING BACK.

**12%**

of shoppers are only buying their preferred brands. Keep advertising.



## TIME TO COUPON.

Price drives purchases in beverages: **39%**

Price drives purchases in dairy: **37%**

Coupon to win share.



## STOCK THE SHELVES.

**36%**

of shoppers leave if you don't have their items. Keep shelves stocked.



## PREP SELF-SERVICE.

**56%**

of shoppers using self-service checkouts. Be ready for these buyers.

## CONSUMERS ARE EVOLVING. GET IN THE GAME.

**↓5%**

The number of consumers who view COVID-19 as a threat is down.

**↑7%**

The number of consumers less worried about the virus spreading is, up 7% from week 1 of our tracker.

**↓5%**

Significantly less people are nervous or stressed, down from last week.

## 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: May 3rd to May 10th.