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.

For further information on the research, email: solutions@mfour.com or call 714-754-1234