

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.