

THE NEW CONSUMER, BRAND LOYAL?

Over 10 weeks we observed **55%** return to favorite brands.

TOP OF MIND? BRAND.

- 55%** Consumers are committing to new brands.
- 19%** Brand, as a purchase driver across categories, is up 19%.
- 55%** Buyers are picking up favorite brands again across categories.

WHY:

As states re-open, consumers want their preferred care and vitamin brands.

WHAT'S CHANGED? HABITS.

- 10%** Shoppers now buy online, and pick up in-store more.
- 44%** They're still hesitant to do some "normal" activities.
- 26%** They've been buying lots of necessities: water and cleaners.

WHY:

In an effort to be Germ Free, buyers want more cleaning products than before.



WHERE ARE THEY? SOCIALIZING.

- 63%** Family.
- 43%** Retail.
- 40%** Travel.
- 36%** Movie theatres.
- 59%** Restaurants.
- 42%** Beach.
- 38%** Salon.

WHY:

They miss doing the things they used to, but want to balance being careful.

FIND OUT WHY.

For more on this study, email: solutions@mfour.com or call 714-754-1234.

[LEARN MORE](#)

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 6th to June 14th. Percent change was used to calculate the increase in brand as a purchase driver from week over week across 11 products. An average value was used for the 10-week time period.