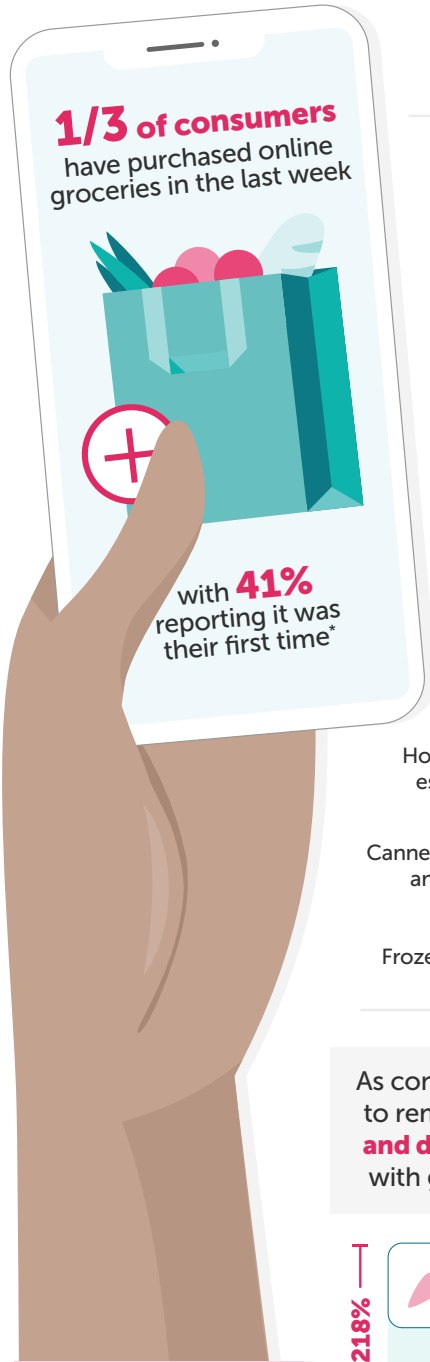


# Changing Consumer Behaviors

## How has COVID-19 changed the way people shop?

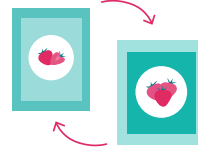


Consumers are **stocking up on groceries** amidst lockdowns, supply shortages, restaurant closures, and more.



**19%** increase in basket size

**40-50%** increase in total grocery purchases in the past 2 weeks



**14%** average increase in overall brand switching

In the current environment, consumers are becoming **less brand loyal** and switching more within categories.



Household essentials **+93%**



Dairy **+35%**



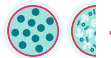
Canned goods and soups **+74%**



Snacks and chips **+32%**



Frozen foods **+53%**

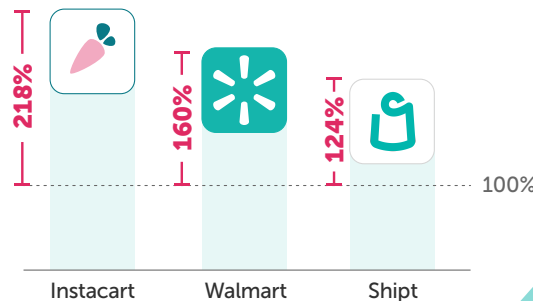


Candy **+26%**



Overall purchase rates are **increasing in key categories.**

As consumers opt to stay home in an effort to remain healthy, **online grocery pickup and delivery has increased substantially** with grocery apps surging in downloads.<sup>1</sup>



<sup>1</sup> Source: "Coronavirus will change the grocery industry forever," CNN, March 19 2020