

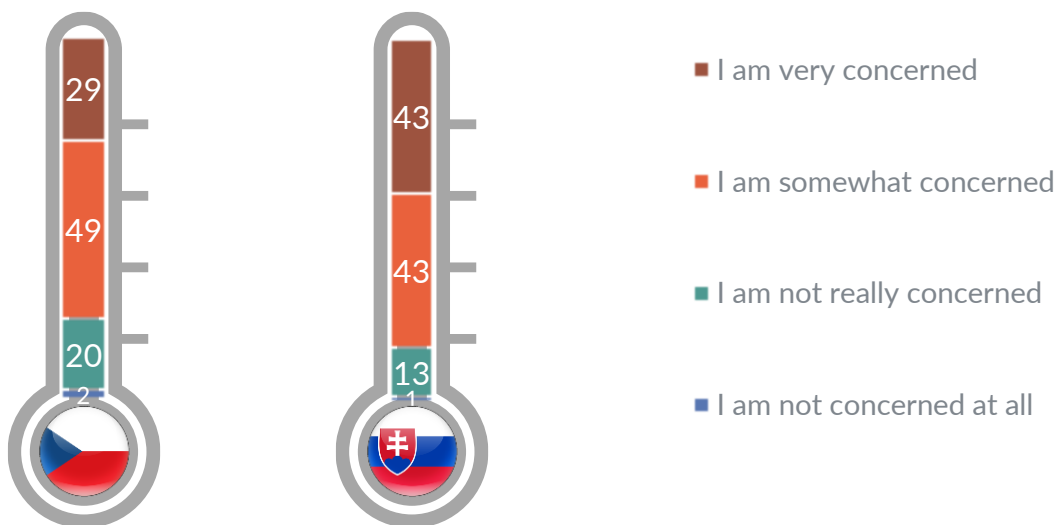
GfK Consumer Reporter | Czech & Slovak Republic

Special Edition

Shoppers' reaction to current pandemic crisis

- Impact of Coronavirus on shoppers in the Czech & Slovak Republic within FMCG market

In these unprecedented times, the current pandemic crisis creates a lot of uncertainty and challenges the lives of all of us. How do the shoppers in the Czech & Slovak Republic worry and to what extent are they concerned about the situation around Coronavirus (Covid-19)?



13.3.-24.3.2020

In general Slovaks are more concerned than Czech shoppers. Highest concerns are seen with shopper above 60+ of age; in Slovakia also shoppers above 50-60 years old. While in the Czech Rep. shoppers from smaller settlements are worried the most, in Slovakia it is also mid sized settlements to a higher extent.

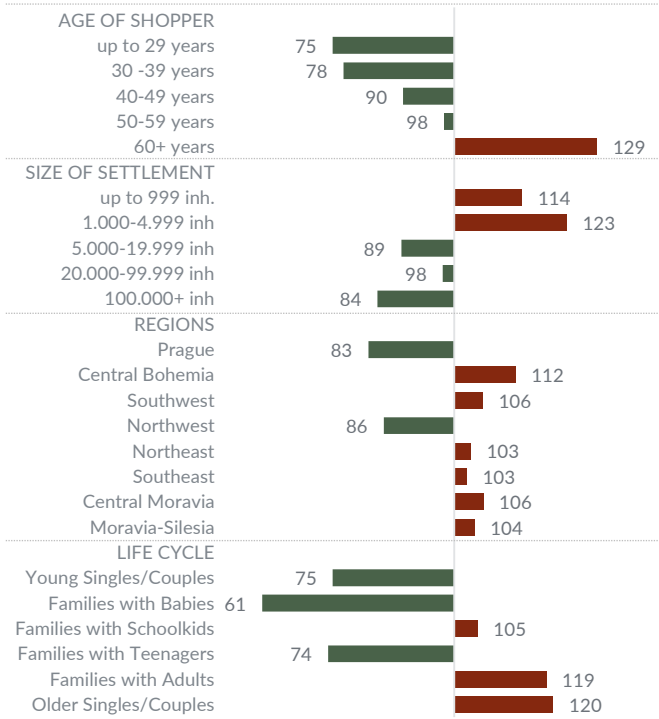
Whereas shoppers in Prague worry less, Bratislava shows higher concerns, as well as middle Slovakia. Central Bohemia shows highest level of fears from the coronavirus. Besides the capital Prague, also Northwest shows the below average level of concerns in the Czech Republic.

Younger families, either single/couples or with babies tend to worry less, alongside with families with teenagers. In both countries older singles and couples belong to the groups with highest concerns of the covid-19 disease.



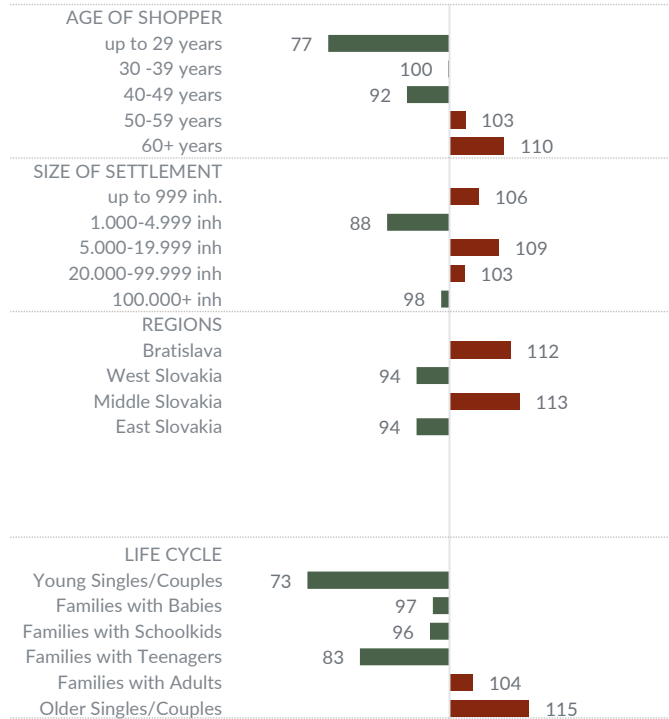
Czech Republic

Index of Highest Concerns vs. Total Population



Slovakia

Index of Highest Concerns vs. Total Population



What do shoppers do because of the Coronavirus?

In general we see higher involvement of Slovaks in the top activities compared to Czechs. TOP activities include more frequent hand washing, following recommended governmental hygienic rules and avoiding crowded/public places; all activities which effectively help to mitigate the risk of spreading the virus.

Czech & Slovak shoppers are more worried about the impact of the crisis on the economy than their own health. Nevertheless in case of Slovaks the health concerns follow right after the economic worries.

Current situation has had an impact on the shopping behavior as well: in both countries we see higher purchases. However, only 13% of households in CZ and one fifth in SK have purchased more disinfectant products because of this situation, and 3 out of 10 and only 13% in CZ have bought extra stock of groceries due to the circumstances – supporting so the panic mode on short term.

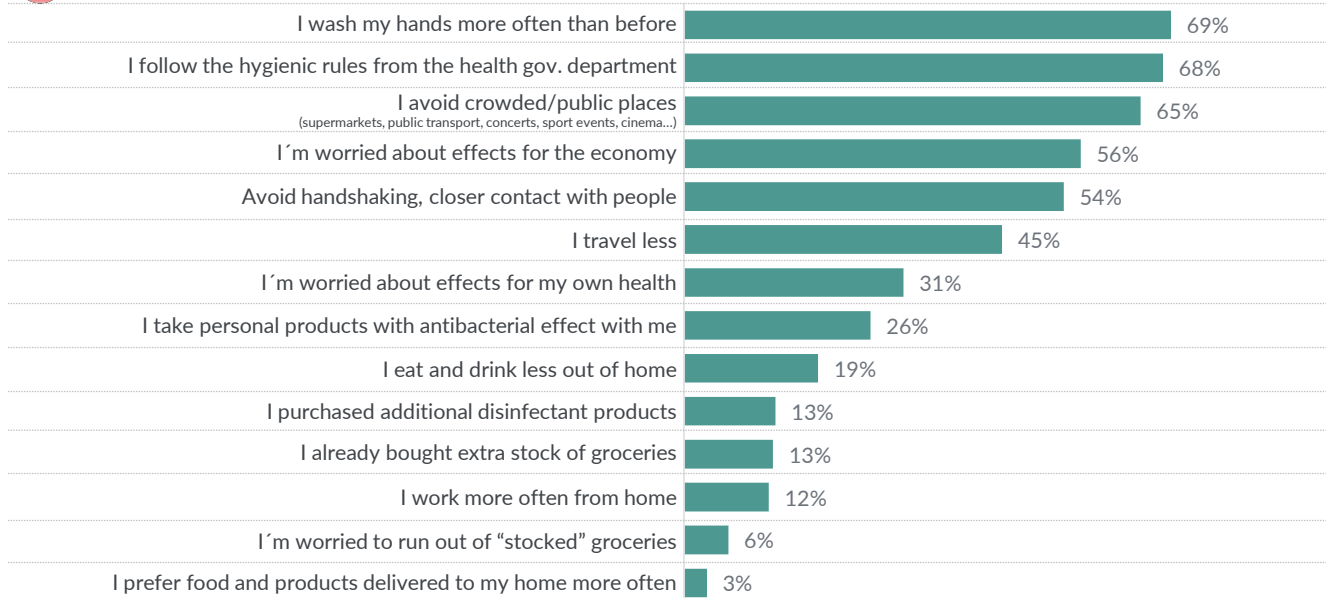
Implications are also visible for the out of home sector: one fifth of all shoppers in CZ and one quarter in SK have limited their eating and drinking out of home, which has not really been compensated by food delivery to home.

What do shoppers do because of the Coronavirus?

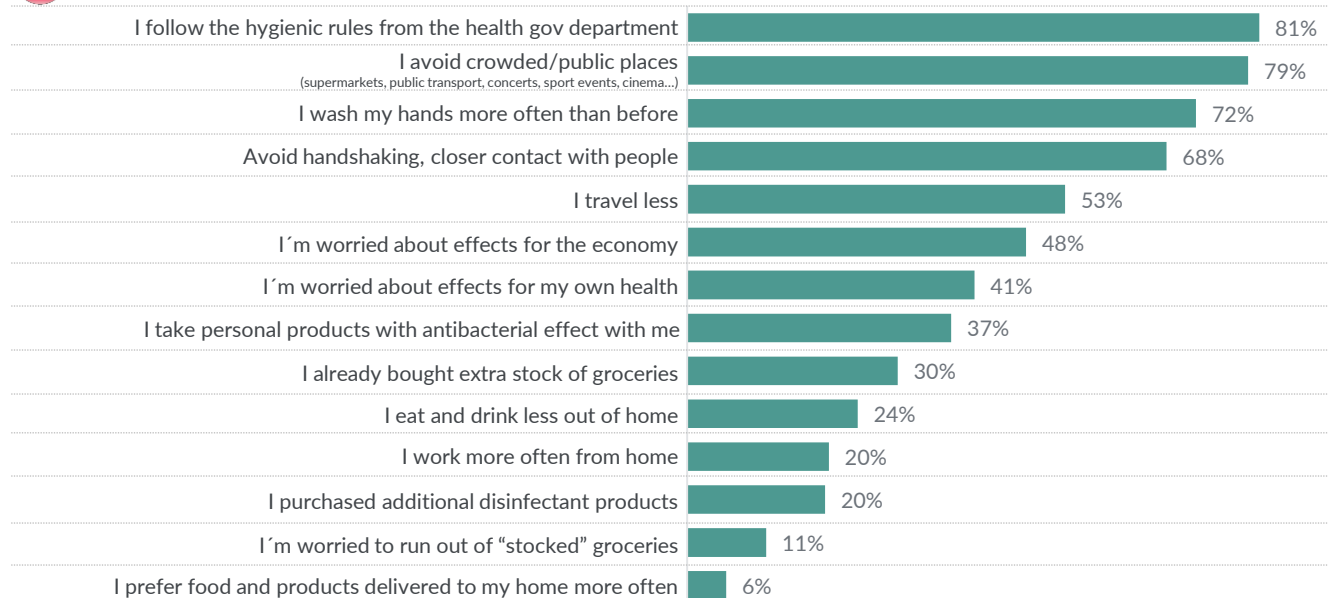
% who agree



Czech Republic



Slovakia



Would you like to know more?

How do these fears and concerns impact your brands & shopping places?
To what extent do your shoppers behave differently?

Please, contact your GfK representative for more information.

+421 903 920 372

Ladislav.Csengeri@gfk.com



International Case Studies

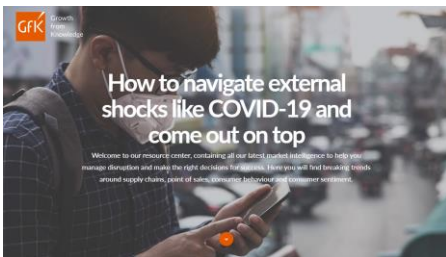
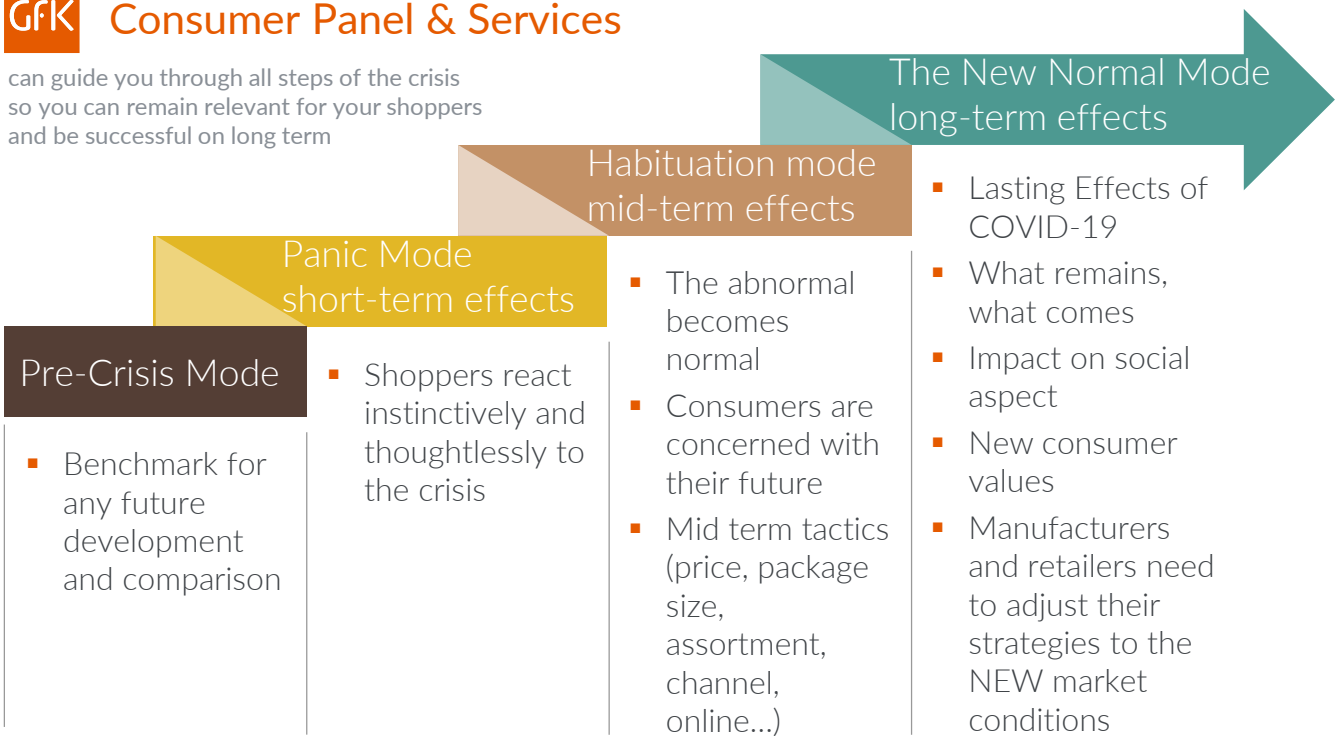
powered by Europanel & BG20 Global Study

- In view of the current Covid-19 crisis, we look at insights from previous periods of uncertainty. Primarily these are around times of economic uncertainty because we haven't seen anything similar or on this scale –although we have referenced SARS in China and H1N1 in Mexico.
- [Europanel Pick of the Week 12/2020](#)
- [Europanel Pick of the Week 13/2020](#)
- [Europanel Pick of the Week 14/2020](#)



Consumer Panel & Services

can guide you through all steps of the crisis so you can remain relevant for your shoppers and be successful on long term



[Click here to visit the GfK global resource center dedicated to COVID-19](#)



Although we work from homes, we remain at your disposal for any support you may need or business questions you would like to discuss.