

SHIFTS IN WHAT'S IMPORTANT

When shopping during COVID-19



This week's insights were collected on Friday, April 10 - Sunday, April 12 among a general population of n=300 U.S. consumers age 18+.

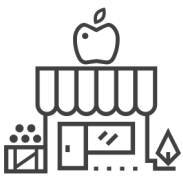
Availability is now most important – make sure your products are on the shelf

Priorities are shifting during the COVID-19 pandemic with **availability** superseding price and brand name when purchasing food, beverage and household items.

When brand does come into play, it's for very specific items including baby food/formula, pet food, and disinfecting cleaners/wipes.

Current Drivers of Purchase

% Ranked among Top 3 Most Important



GROCERY PRODUCTS



HOUSEHOLD PRODUCTS



65 AVAILABILITY



74 AVAILABILITY



52 Price/Value



57 Price/Value



37 Quality



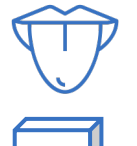
48 Effective/
Works well



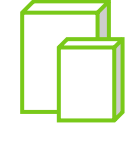
31 Shelf-stable/
Non-perishable



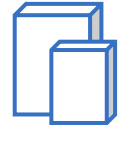
39 Quality



27 Taste



32 Package size/
Quantity



22 Package size/
Quantity



17 Nutritional content



13 Convenient/
Easy to use



14 Convenient/Easy to use



13 Brand name



9 Can buy on deal



11 Can buy on deal



8 Brand name



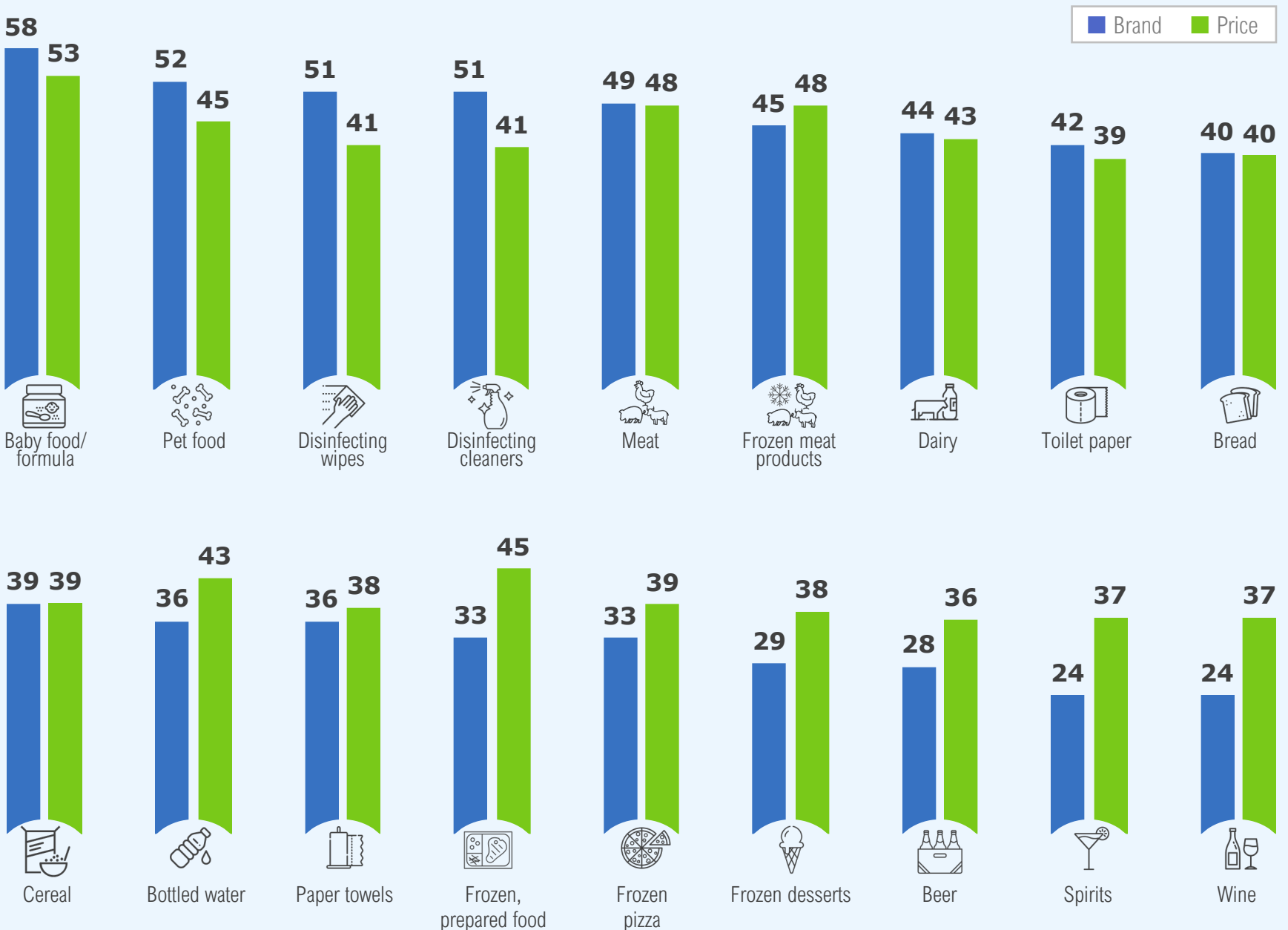
6 Environmentally
friendly packaging



6 Organic and/or Non-GMO

Importance of Brand & Price

% Extremely/Very Important on a 5-Point Scale
[Among Shoppers of Items]



Q1: For each of the items below, please indicate how important brand name is when deciding which products to purchase during the COVID-19-pandemic./Q2: Now, for each item, please indicate how important price is when deciding which products to purchase during the COVID-19-pandemic./ Q1Q3: Please think specifically about purchasing food and beverage products. What is most important to you now, during the COVID-19 pandemic, when selecting food and beverages for your household?/Q4: Please think specifically about purchasing household products (e.g., soap, cleaning products, toilet paper, etc.). What is most important to you now, during the COVID-19 pandemic, when selecting non-food/beverage household products for your household?