

CONSUMER SHOPPING BEHAVIORS

During the COVID-19 pandemic

This week's insights were collected on Friday, April 17 - Sunday, April 19 among a general population of n=300 U.S. consumers age 18+.



Availability issues abound; clear shelves result in potential lost sales.

Consumers are struggling with product availability issues during the pandemic and are forced into making substitutions (including private label), visiting multiple stores, or forgoing the purchase altogether.

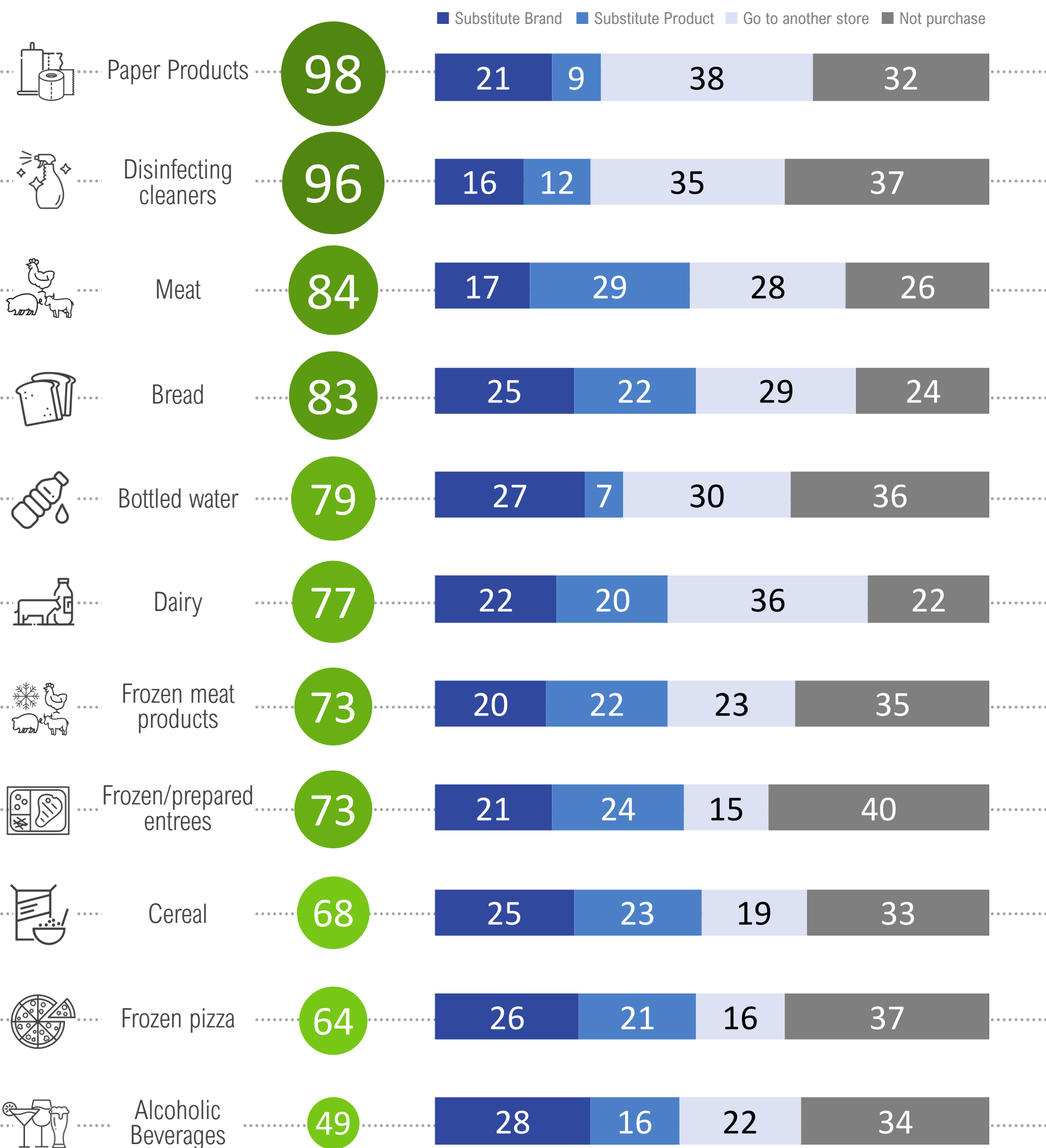
Paper products and disinfecting cleaners are the most challenging to find, followed by food staples (meat, bread, bottled water and dairy).

Lack of Availability & Resulting Actions Taken

[% Shopping for Items/Finding Out of Stocks]

Frequently/
Occasionally Unavailable

Resulting Action Taken



Private Label's Involvement

[% Total Shoppers]



Q1: Since the COVID-19 pandemic, how often have you shopped for the following products, in-stores or online, and found the specific item (brand/form/type) you were looking for was unavailable?
 Q2: And, when you found these products you were looking for were unavailable, what did you do? Did you...
 Q3a: During the COVID-19 pandemic, how has your purchase of private label or store brand products changed? Are you purchasing...?
 Q3b: Why are you purchasing more private label/store brand products during COVID-19?