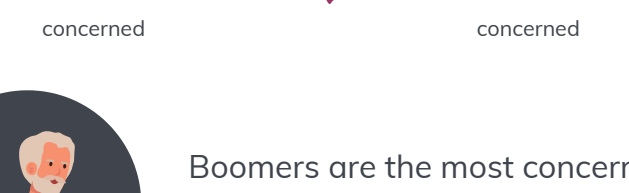


Understanding Lasting Impact as Restrictions Ease

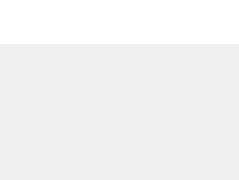
MAY EDITION 01

The COVID-19 crisis abruptly changed our buying behaviors and attitudes as we adjusted to new routines. With many areas of the country seeing a lift in restrictions, we asked 5,800 consumers as part of our ongoing research series ([March Edition](#), [April Edition](#)) to share their current brand expectations and anticipated plans.

Overall, consumers were feeling **slightly less concerned** about the COVID-19 situation



Boomers are the most concerned (42% "extremely concerned")



Gen Z's concern grew the most over the past two months ("extremely concerned" up 6% to 27%)

There is **good news for brands**

While the impact of brands' actions on how consumers perceive them remained flat during April (67%), 70% of consumers rate brands positively (excellent/good) for how they have stepped up during this time.

Consumers would like to see brands...



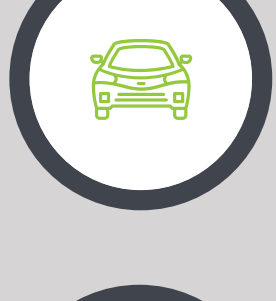
72% Donate products to healthcare workers



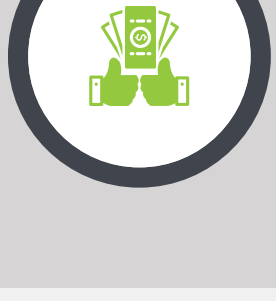
61% Give back to the community



Keep employees (59%) and customers (55%) safe and well

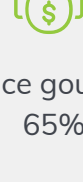


57% Offer online delivery/curbside pickup

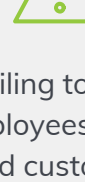


54% Extend benefits to the consumer

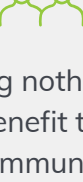
Brands should avoid...



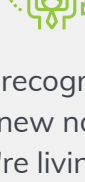
Price gouging 65%



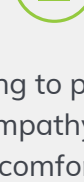
Failing to keep employees (54%) and customers (48%) safe and well



Doing nothing to benefit the community 39%



Not recognizing the "new normal" we're living in 33%



Failing to provide empathy or comfort 32%

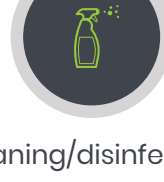
Consumers are stocked up.

Consumers who purchased extra household items as a result of the crisis has remained steady, up just 3% to 65%.

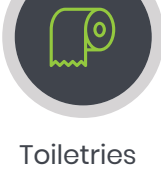
Looking ahead, **more than half (58%) plan on going back to purchasing products as usual** once stay at home restrictions have been lifted, **while 42% will live off their stockpile first.**



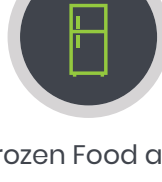
This will impact product categories that consumers stocked up on including:



Cleaning/disinfecting products 69%



Toiletries 66%



Frozen Food and Other Food 65%



Canned goods 65%

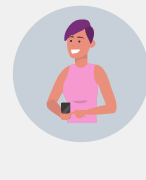


Health and wellness 53%

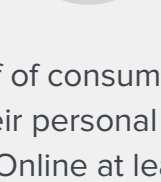
Online shopping grows

68%

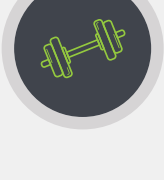
of consumers are purchasing more products online now vs. a few months ago



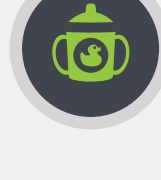
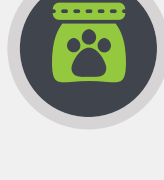
Especially younger generations - 77% of Gen Z and 74% of Millennials



Almost half of consumers (45%) are purchasing their personal care and beauty care products Online at least half the time.

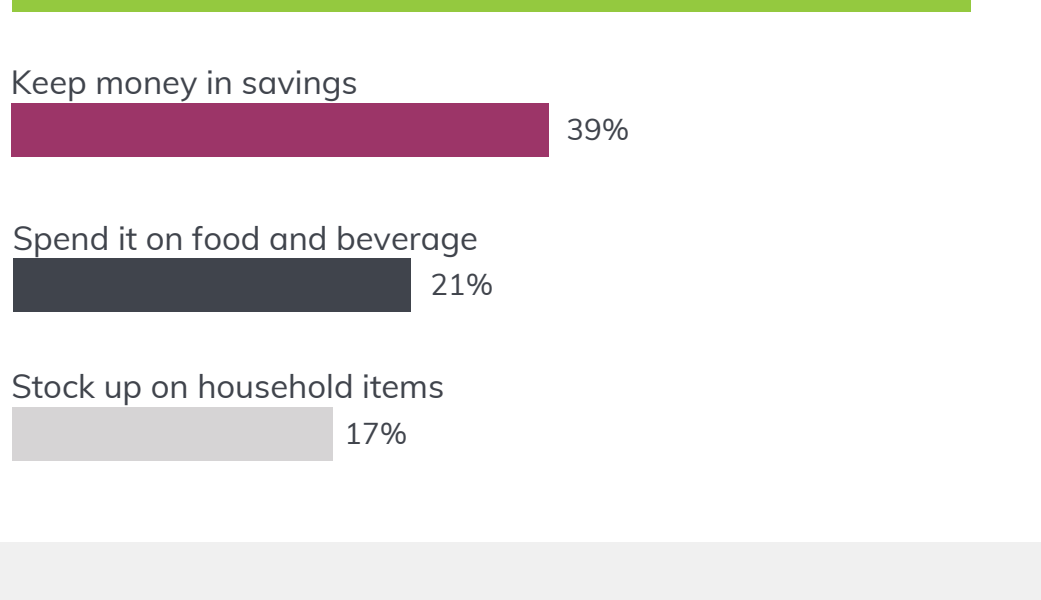


Health and Wellness products (40%), Pet Supplies (38%), and Baby Products (36%) are also being purchased Online as much or more than In-store.



Stimulus spending is on necessities and preparing for rainy days

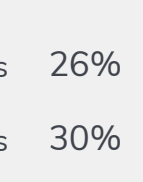
86% of respondents were expecting to receive a stimulus check and more than half had already received it (54%).



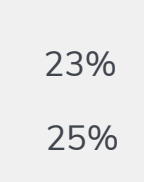
More shopping & experiences on the horizon

Consumers are planning to spend more on shopping at retail locations (20%) and shopping online (18%) when restrictions have lifted.

Younger consumers are intending to celebrate the return of their freedom by spending more on experiences when restrictions are lifted:



Gen Z



Millennials

Travel and vacations 26% 23%

Going out to bars and restaurants 30% 25%

Concerts, shows and performances 24% 14%

Sporting events 13%