

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

MARCH → APRIL
74% → 68%



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

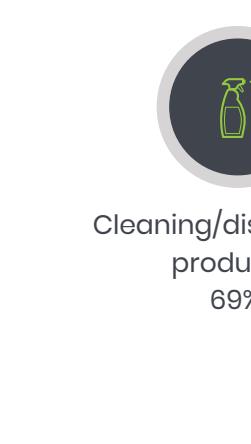


Gen Z's concern grew the most over the past two months ("extremely concerned" up 6% to 27%)

There is good news for brands

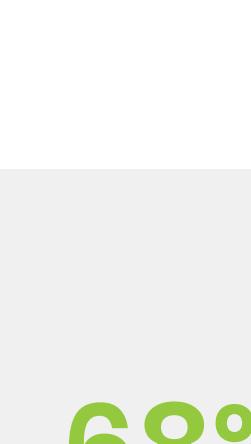
While the impact of brands' actions on how consumers perceive them remained flat during April (67%), 70% of consumers rate brands positively (excellent/good) for how they have stepped up during this time.

Consumers would like to see brands...



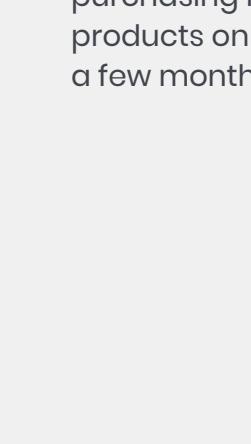
72%

Donate products to healthcare workers



61%

Give back to the community



59%

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



57%

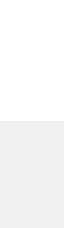
Offer online delivery/curbside pickup



54%

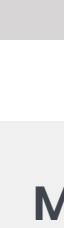
Extend benefits to the consumer

Brands should avoid...



Price gouging

65%

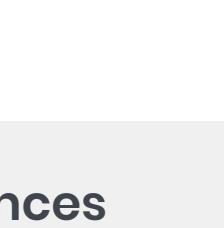


Failing to keep employees (54%) and customers (48%) safe and well



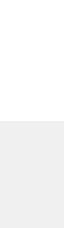
Doing nothing to benefit the community

39%



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

33%



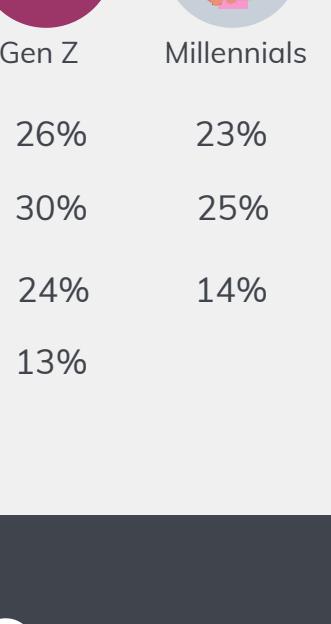
Failing to provide empathy or comfort

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

of

Gen Z

Millennials

of

Millennials

of