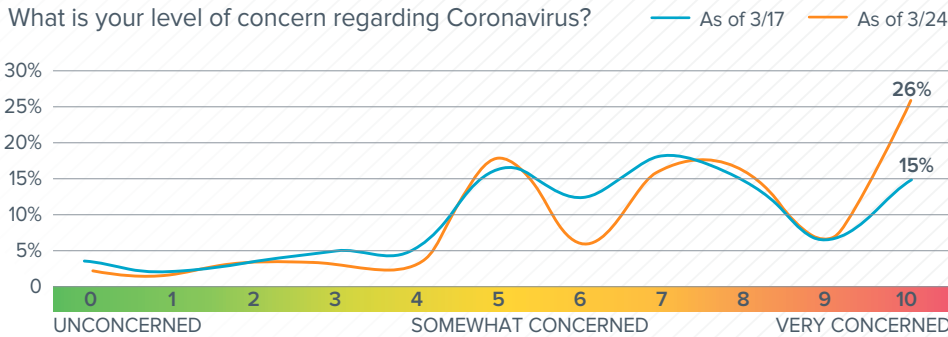


COVID-19 CPG INDUSTRY UPDATE

MARCH 30, 2020 EDITION

Shoppers' level of concern about COVID-19 spiked in the last week



Source: Numerator survey 3/24/20—Shoppers with confirmed purchases week prior. Includes data from previous week's survey.

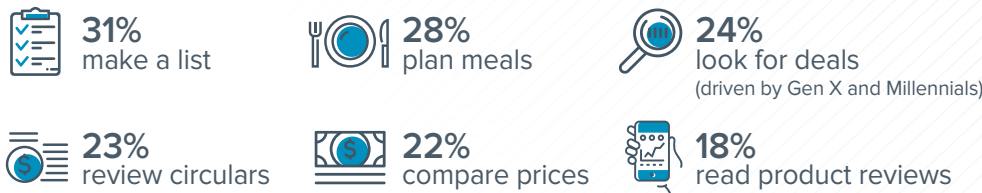
Shoppers now more concerned they can't get products they want vs contracting the virus (which was their top concern)

71%

Shoppers concerned about the store selling out of items they need



Shoppers are actively researching and planning before heading to stores

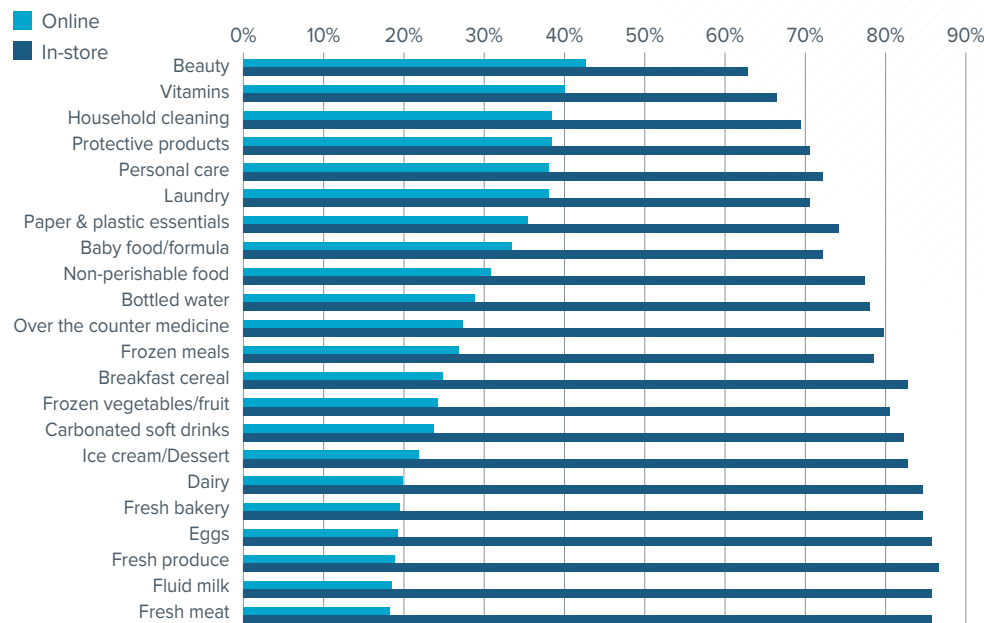


34%

Shoppers concerned about self or someone else in household becoming sick, down from 64% two weeks ago



Online purchases are significant across broad categories but most stock-up trips are still occurring in store

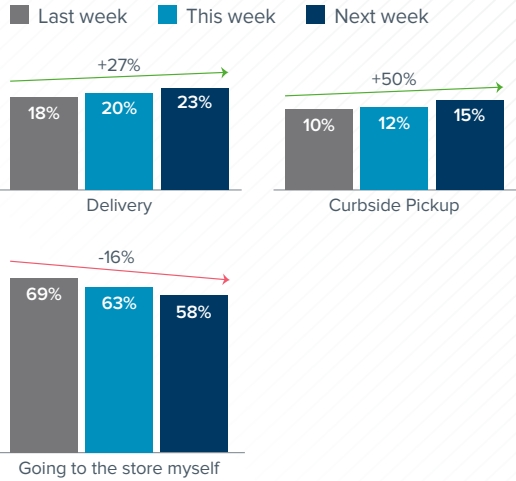


Stock-up trips have slowed in the last week, driven by traditional grocers and mass merchandisers, due to:

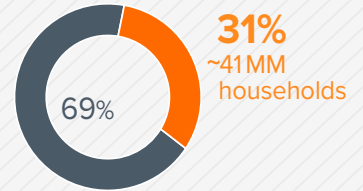
- Out-of-stocks
- Most consumers already stocked up
- Social distancing
- Shelter-in-place policies

COVID-19 CPG INDUSTRY UPDATE

Shoppers are turning to grocery delivery and pick-up



% of US households that used online grocery services in the past month



- 26% of users stated it was their first time
- 39% of users 60+ stated it was their first time

Advantage Solutions proprietary market research offered by  SMART



What's in the pandemic-era shopping basket?

Frozen foods, soups, snacks, pasta, beverages, pantry foods, household essentials and cleaning supplies



Not in basket?

Bakery, deli, and ice cream/novelties, health & beauty products



Understanding the impact of COVID-19 to these lifestyle segments will result in the need for new shopper marketing strategies

YOUNG & SINGLE

Ages 18-34, 1 person HH



Buying prepared foods more now. Brands should respond with more single-serve options.

GROWING FAMILIES

Ages 25-44, 3+ persons HHs



Making more foods—both from scratch and easy-to-prepare. Brands can help with recipes and meal planning ideas.

HISPANICS



More likely to switch brands permanently. Brands can establish loyalty by providing cooking tips, recipes and meal planning ideas.

Consumer sentiment about cooking during COVID-19 era

58%

Cooking convenient and easy-to-prepare foods

34%

Cooking from scratch and making gourmet meals

25%

Can't wait to eat out again

COVID-19

CPG INDUSTRY UPDATE

FROM THE FRONT LINES

Serving not only our clients and customers, but our communities

Making sure products are in stock for our community

3/21/20

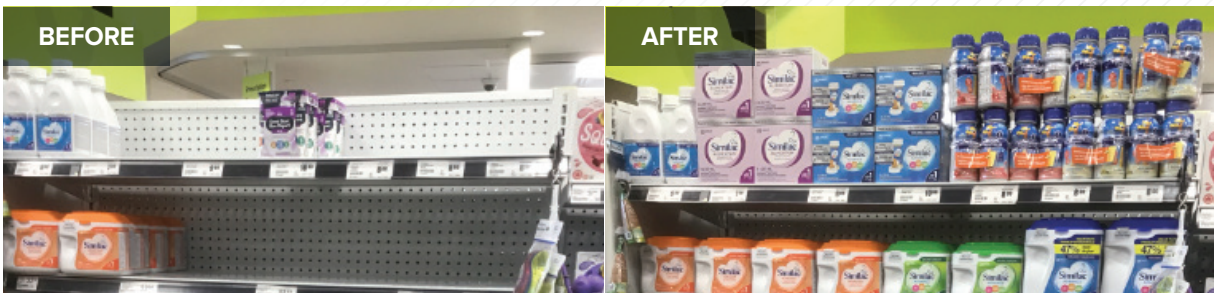


“Meijer store associates were grateful for the work done replenishing Breyers.”

- Gerald Whitney, Unilever Weekend Team



3/24/20



Lou Umbriaco packed out baby formula and Pedialyte to ensure shoppers could easily shop this critical category during a time of need.



3/23/20



Fernando Esparza was able to extend Mrs. Meyer's from 3 shelves to an entire 4 ft. section at Target.



advantagesolutions.net
advantagesales.net

 [linkedin.com/company/advantage-solutions-sales-marketing-technology](https://www.linkedin.com/company/advantage-solutions-sales-marketing-technology)

Copyright © 2020 Advantage Solutions. All Rights Reserved.

