### **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 ■ Substitute Brand ■ Substitute Product ■ Go to another store ■ Not purchase Paper Products -21 38 32 16 37 35 28 29 26 Meat 22 29 24 Bread 27 30 36 Bottled water 22 20 36 Dairy Frozen meat products 23 35 20 22 Frozen/prepared entrees 21 15 24 40 25 23 19 33 Cereal 26 21 37 16 Frozen pizza

# **Private Label's Involvement**

28

[% Total Shoppers]



Alcoholic

Beverages

16

(N=70)

22

only brand

34

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?