

COVID-19 Commerce Snapshot

Unprecedented times...
unprecedented shopping behavior

Half of shoppers
are stressed

49%



One in four 'Affected Now'
and growing 24%



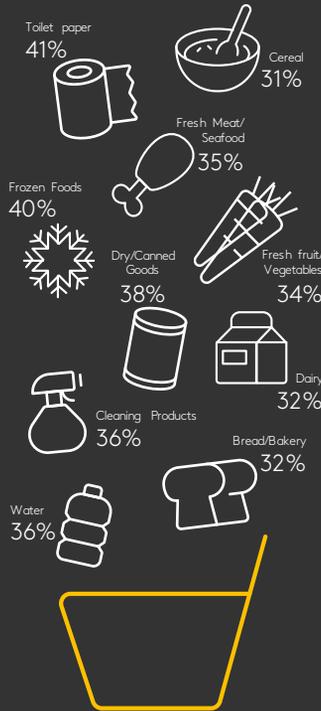
Half spent **more**
than planned,
pantry loading



Will 'Affected Now' shoppers
spend less or more next?

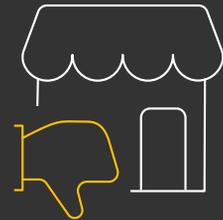


What categories went
in COVID baskets?



92%

had a negative
in-store experience



129MM

extra visits
to retail in
mid-March



34%

plan to try a
new retailer in
coming weeks



One in four households
fulfilled groceries online



Retail winners and losers:
what you **must do to win**
in retail now

