

# BlueYonder

## COVID-19 Consumer Survey

Consumer preferences and spending behaviour

The Blue Yonder European survey was conducted by Opinium, a strategic insight agency, between March and the end of April 2020. The findings are based on 6,018 online interviews with respondents in Europe.



2,000 respondents



1,000 respondents



1,000 respondents



1,000 respondents



1,000 respondents

63%

of shoppers who are spending more for groceries online say they will continue to do so once the crisis subsides

19%

of shoppers who said they would visit **grocery stores** less post-COVID-19

27%

of shoppers who said they would visit **non-grocery** stores less post-COVID-19

### Grocery Shopping Factor by Importance

#### Pre COVID-19

72%

Price

54%

Range of Products

48%

Stock Availability



#### Post COVID-19

58%

Stock Availability

56%

Price

39%

Range of Products

### Spending Behavior in Non-Grocery Retail



58%

of shoppers are spending **LESS** on fashion



45%

of shoppers are spending **LESS** on electronics



40%

of shoppers are spending **LESS** on DIY



23%

of shoppers are spending **MORE** on healthcare

BlueYonder

Providing industry-leading solutions to drive performance and value with today's supply chain strategies

Brand Awareness

Omni-Channel

Cost Effective

Customer Engagement

Brand Loyalty

Fulfillment