

COVID-19 Consumer Survey

Consumer spending, brand loyalty & grocery delivery

To better understand the consumer perspective during the COVID-19 pandemic, Blue Yonder surveyed more than **1,000 U.S. consumers between March 18-19, 2020.**

Huge Impacts on Consumer Spending

Consumers are spending more on:



House-hold cleaning supplies

37%



Food and water

56%



Hand sanitizer/ hand soap

36%



57% are doing more shopping online as opposed to in-store due to the COVID-19 pandemic



49% have spent less money because of the pandemic

Of those consumers, more than half (59%) are spending less on retail specifically because they are avoiding going out in public

Inventory Availability Supersedes Brand Loyalty



87% have experienced **more out-of-stock products**, both in-store and online



79% were more likely to buy the **same product from a different retailer**, if a desired product was out of stock



79% were more likely to buy a **different brand of a product from the same retailer**, if their desired brand of that product is out-of-stock

Grocery Stores See Growth in Delivery Services



68% continue to shop in-store for their groceries



29% are using online grocery delivery services to purchase groceries during the COVID-19 pandemic – more than seven times the industry average of 4%



Age Groups That Prefer Delivery:
18-29: 33%
45-60: 25%
60+: 24%