As COVID-19 becomes a global pandemic and consumers change their buying habits, it's more important than ever that you have a complete view of the marketplace. Our global study reveals how this changing behavior can create new opportunities for marketers.

EXPANSIVE GLOBAL COVERAGE ACROSS 70+ MARKETS
Stockpiling around the world has extended beyond emergency items to grocery basics and essentials, such as canned goods, bottled water, toilet paper and cleaning products. Stay up to date on purchase trends with this truly global consumer study, offering insights into:

MARKET SENTIMENT
- Sentiment around outbreak
- Changes in lifestyle, shopping, social and entertainment activities
- The new normal behaviour

E-COMMERCE ECOSYSTEM
- Change in shopping behaviour (online vs. offline)
- Online channels used for product purchase
- Intention to shop online in the next 6 months by category

CATEGORIES ON DEMAND
- Impact on food & beverage, personal care and health & wellness consumption
- Length of impact (short, medium or long term)
- Brand switching propensity
- Synthesized results using sales trends data (RMS data)

TRAVEL BEHAVIOR
- Travel behavior in the next 6 months
- Impact on leisure and business travel
- Changes to summer vacation plans and destinations

ADDITIONAL TOPICS COVERED ON A COUNTRY LEVEL
MARKETS IN SCOPE

ARGENTINA
Brazil
Canada
Chile
Colombia
Costa Rica
Dominican Republic
Ecuador
Guatemala
Mexico
Peru
Puerto Rico
Uruguay
USA
Venezuela

Austria
Belgium
Denmark
Finland
France
Germany
Ireland
Italy
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland
U.K.

Bahrain
Cameroon
Egypt
Ghana
Jordan
Kenya
Kuwait
Morocco
Nigeria
Oman
Pakistan
Qatar
Saudi Arabia
South Africa
U.A.E.

China
Hong Kong
India
Indonesia
Japan
Malaysia
Philippines
Singapore
South Korea
Taiwan
Thailand
Vietnam

Australia
New Zealand

RESEARCH METHODOLOGY

Methodology: Online surveys in most countries (CATI in a few)

Sample Size: n=500 up to n=1,000 depending on country

Target Sample: Country representative adults, male/female, 18 + years old

FOR MORE INFORMATION

To purchase Nielsen’s latest Report or request a study tailored more to your needs, please contact your local Nielsen Consumer Insights representative or Consumer.Insights@nielsen.com

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