How Americans Are Shopping During COVID-19
Data through time period week ending 6/6

DEFINING PANTRY WITH LIMITED REOPENING OF STATES

Consumer behavior shifts: Overall, pantry loading continues a downward shift with single-digit growth rates in the latest period. Alcohol took the top department spot with higher growth this week, bucking the CPG trend. During the COVID period, consumers have shifted dollars from Health & Beauty to Food and Household Care. Health & Beauty has lost 2.3 share points, even after accounting for online growth.

This week, trips consolidated while basket values surged both online and offline. Online witnessed the largest increase in basket values since the start of COVID, driven by larger number of items in the basket.

CONSUMER TRENDS

U.S. shoppers are making fewer trips with larger baskets both online and offline.

DEPARTMENT SHIFTS

Food and Household gaining share at expense of H&B, Baby and Pet.

TRIP DRIVERS

Frozen and Household Care appear in more baskets since start of COVID-19.

TOTAL OUTLETS - % CHANGE VS 2019 AVG

PENETRATION

FREQUENCY

BASKET VALUE

Data Source: Nielsen Homescan, 3/1/20 - 6/6/20 vs prior period