How Americans Are Shopping During COVID-19
Data through time period week ending 6/13

DEFINING PANTRY WITH CONTINUED REOPENING OF STATES

Consumer behavior shifts: This week with states reopening across the country, total store growth bounced back to double-digits. There is a resurgence in cleaning and disinfectant demand as business owners open to the public and people start to socialize more. Sun Care shows highest growth since COVID-19's start. Health & Beauty and Pet Care rebound after weeks of decline in B&M.

Decline in trips slows down both offline and online compared to last week, while basket values remained strong.

CONSUMER TRENDS

U.S. shoppers continue to stock-up pantries with food items although with a different mix of categories.

DEPARTMENTS

E-COMMERCE

Buyers and basket values more equally driving growth

CENTER STORE

Demand for meat products picks up

STORES

Basket values continue to be above average

E-COMMERCE

Buyers and basket size equally driving Online sales gains compared to early COVID weeks.

BRICK AND MORTAR

Penetration and frequency rebound slightly from recent weeks.

NON-FOOD DEPARTMENTS

Shoppers replenish their Baby, Pet and H&B supplies this week.

CATEGORY IMPACTS

ACCELERATED GROWTH

B&IM | e-Com

CHG IN RANKED IMPACT

ADOC % CHG

GROWTH DRIVERS

ALCOHOL

22% | 220%

CIDER, BRANDY, NON-STILL WINE

FROZEN

18% | NA

ICE, COMPLETE MEAL, MIXED BERRIES

MEAT

18% | NA

BEEF, FRANKFURTER, PORK

PRODUCE

18% | NA

BLACKBERRIES, AVOCADOS, BLUEBERRIES

DAIRY

13% | 74%

LUNCH COMBOS, SNACK COMBOS, FRUIT DRINK

CATEGORY GROWTH

States opening leads to resurgence in cleaning supplies demand. Sunscreen also makes a comeback.

NON-FOOD DEPARTMENTS

Shoppers replenish their Baby, Pet and H&B supplies this week.

1 W/E 06/08/20

1 W/E 06/13/20

Baby Care

Health & Beauty

Pet Care

% CHG VS YAGO

Data Source: Nielsen RMS

FOR FURTHER WEEKLY DETAIL, CONTACT YOUR LOCAL NIELSEN REPRESENTATIVE.