DEFINING LIVING A NEW NORMAL

COVID-19
A NEW NORMAL FOR AFRICAN AMERICANS

Consumer behavior shifts: People return to daily routines (work, school, etc.) but operate with a renewed cautiousness about health. Permanent shifts in supply chain, the use of e-commerce and hygiene practices.

COVID-19 event markers: quarantines lift beyond the region/country’s most-affected hotspots, life starts to return to normal.

CONSUMER TRENDS

African Americans see more significant spend increase in Convenience/Gas & Drug spend vs Total Panel in the latest 20 weeks

BRICK & MORTAR UP

African American Total Outlet growth driven by Grocery, Club, and Convenience. Increase in $ spend and # of trips vs. same time period a year ago.

E-COMMERCE UP

7.6% of CPG online buyers are African American, up from 7.3% YAGO

BEAUTY SPOTLIGHT

38% increase in E-Commerce Healthy & Beauty orders vs YAGO for Black consumers

BRANDS VS. PRIVATE LABEL

Brand name growth during COVID is outpacing year ago more significantly than Private Label growth

GROWTH DRIVERS

HOUSEHOLD CARE
28% | 4%
99 | 127

HEALTH & BEAUTY
10% | 4%
156 | 199

FROZEN
33% | 1%
100 | 30

GROCERY
21% | 2%
99 | 100

AEROSOL DISINFECTANTS, PARCHMENT PAPER, MULTIPURPOSE CLEANERS

MEDICAL MASKS, HAND SANITIZER, THERMOMETERS

CALZONE/STROMBOLI, CRAB, SCALLOPS

YEAST, GARLIC, BAKING POWDER

% CHG PURCHASE SIZE
TOTAL PANEL
African Americans

% CHG PURCHASE SIZE
CHG INDEX
AA VS TOTAL PANEL

BRAND NAME
Growth compared to same period 2019

PRIVATE LABEL
Growth compared to same period 2019

Total Store 20 wk chg %