

# IMPACT OF COVID-19 ON CONSUMER BEHAVIOR

## A GLOBAL SURVEY OF CONSUMER SENTIMENT AND BEHAVIOR DURING THE PANDEMIC



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



## 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](mailto:Consumer.Insights@nielsen.com)