

# COVID-19 A NEW NORMAL FOR AFRICAN AMERICANS

data through time period 20 weeks ending July 11, 2020

## DEFINING LIVING A NEW NORMAL

**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

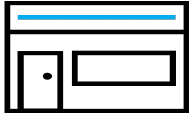
**African Americans see more significant spend increase in Convenience/Gas & Drug spend vs Total Panel in the latest 20 weeks**



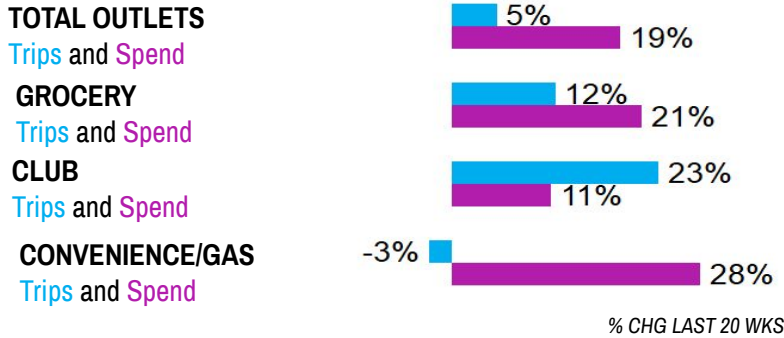
	% CHG PURCHASE SIZE TOTAL PANEL	% CHG PURCHASE SIZE African Americans	CHG INDEX AA VS TOTAL PANEL
Total Outlets	17%	19%	114
Grocery	20%	21%	106
Mass Merch W/Supers	15%	17%	108
Dollar	13%	7%	53
Drug	16%	20%	123
Warehouse Club	11%	11%	105
Convenience/Gas	18%	28%	152

INDEX = AA % CHG LAST 20 WKS VS 20 WKS YA / TOTAL PANEL

### 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



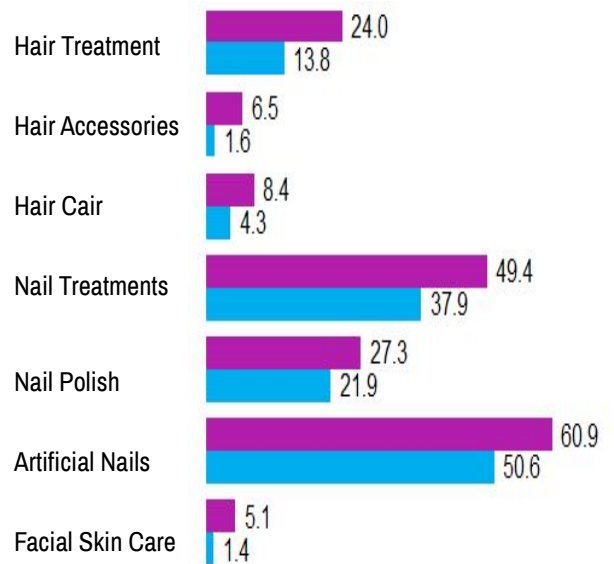
Source: Nielsen E-commerce measurement powered by Rakuten Intelligence 52 weeks Ending April 2020 vs YA

### BEAUTY SPOTLIGHT

38%

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

African American are driving growth for DIY Beauty categories



xAOC AA | xAOC NAA

\$ % CHG LAST 20 WKS

### CATEGORY IMPACTS

OUTPACING GROWTH vs. SAME TIME PERIOD LAST YEAR

GROWTH DRIVERS



HOUSEHOLD CARE  
26% | 4%  
99 | 127

AEROSOL DISINFECTANTS, PARCHMENT PAPER, MULTIPURPOSE CLEANERS



HEALTH & BEAUTY  
10% | 4%  
156 | 199

MEDICAL MASKS, HAND SANITIZER, THERMOMETERS



FROZEN  
33% | 1%  
105 | 38

CALZONE/STROMBOLI, CRAB, SCALLOPS



GROCERY  
21% | 2%  
99 | 100

YEAST, GARLIC, BAKING POWDER

xAOC AA CURRENT | LAST YEAR

% CHG LAST 20 WKS  
Index to xAOC Non African American

### BRANDS VS. PRIVATE LABEL

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

11X  
BRAND  
NAMES



Growth compared to same period 2019

5X  
PRIVATE  
LABEL



Growth compared to same period 2019

Total Store 20 wk chg %