

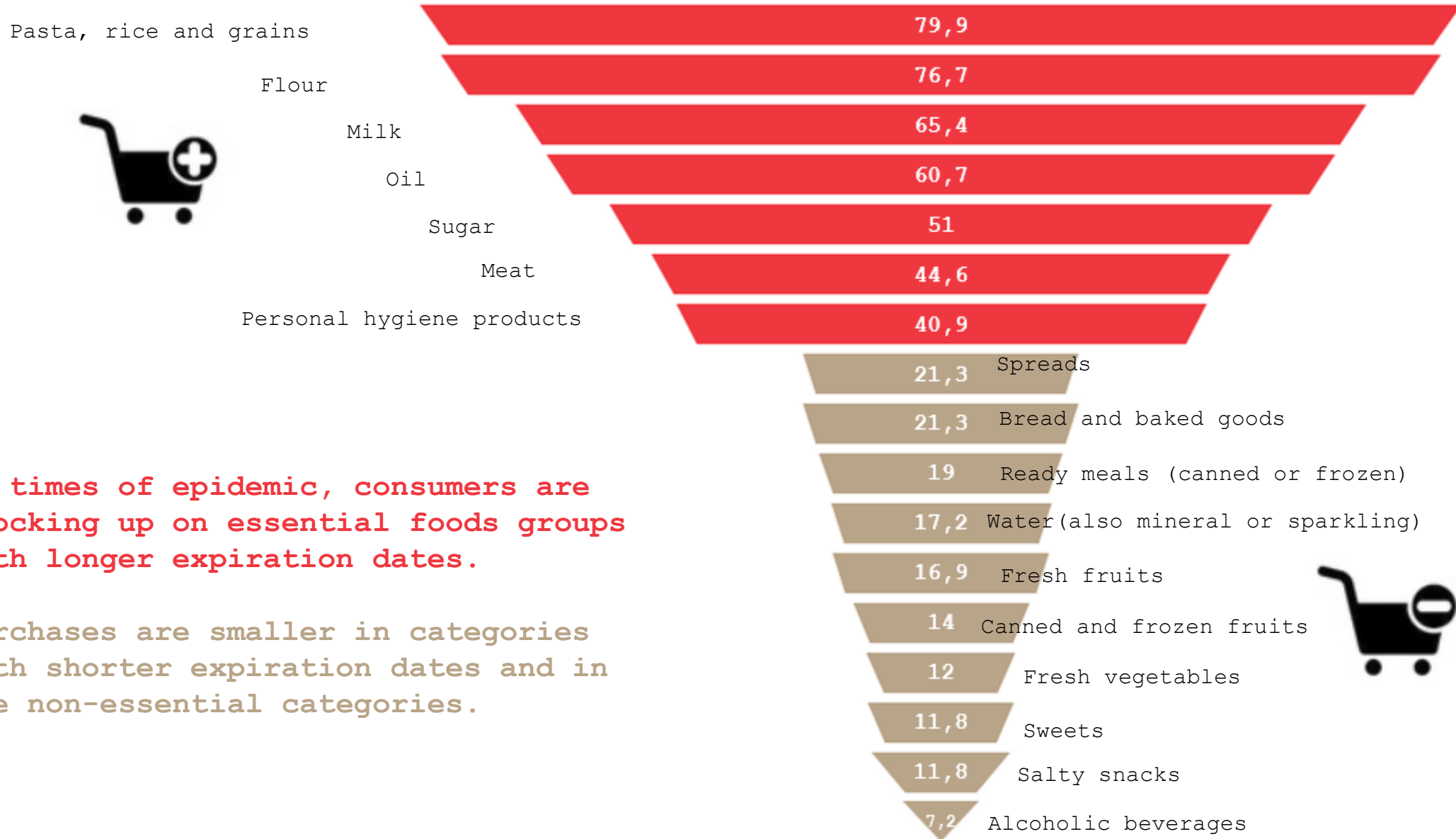
Consumer behavior at the beginning of COVID-19 crisis

Research findings

Slovenia, March 2020

CONSUMER SHOPPING HABITS IN TIMES OF COVID-19 EPIDEMIC

What groceries did you stock up on?



In times of epidemic, consumers are stocking up on essential foods groups with longer expiration dates.

Purchases are smaller in categories with shorter expiration dates and in the non-essential categories.

HOW MANY CONSUMERS MADE A FOOD STOCK

- How large is your food stock?

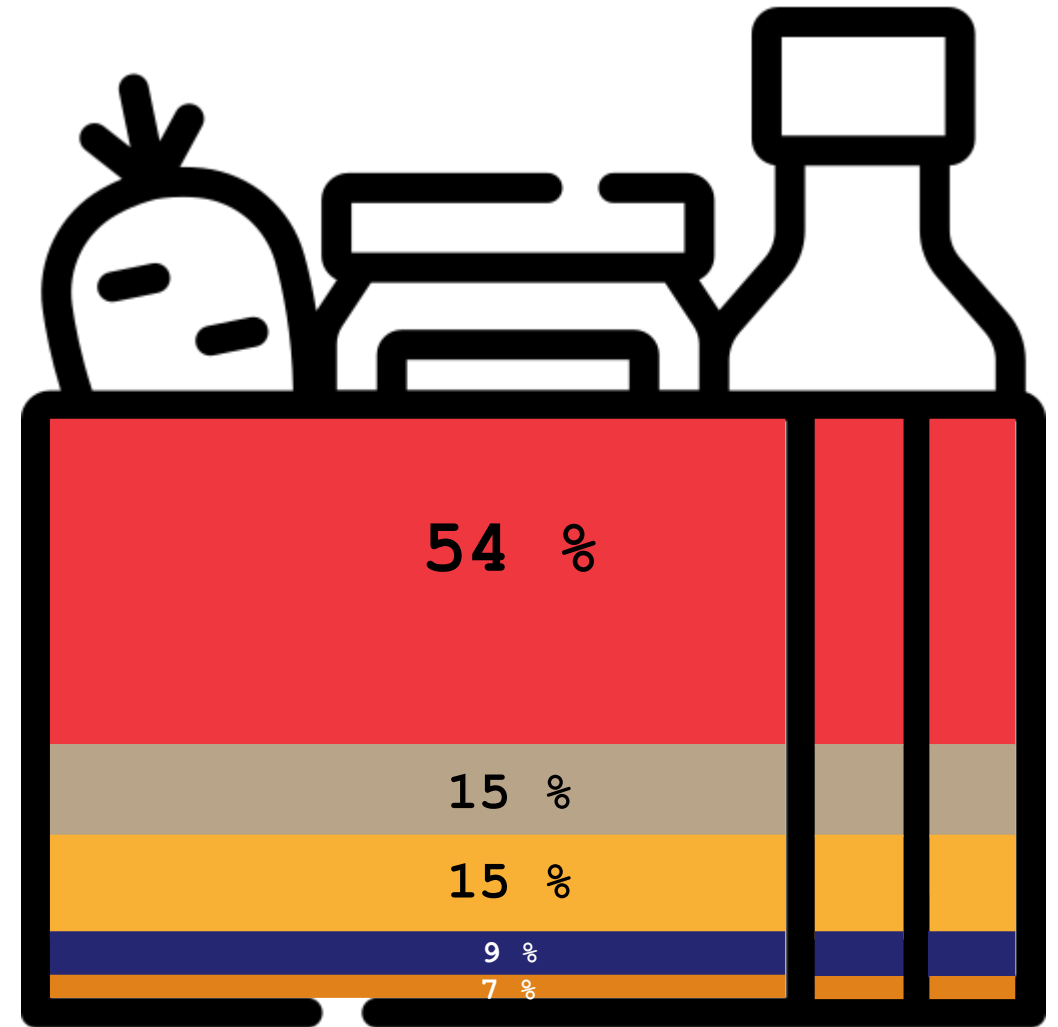
We have a stock of basic groceries and buy everything else as we go

We stocked up on enough groceries before the implementation of special precautions

We stocked up on some essential groceries and produce some food ourselves

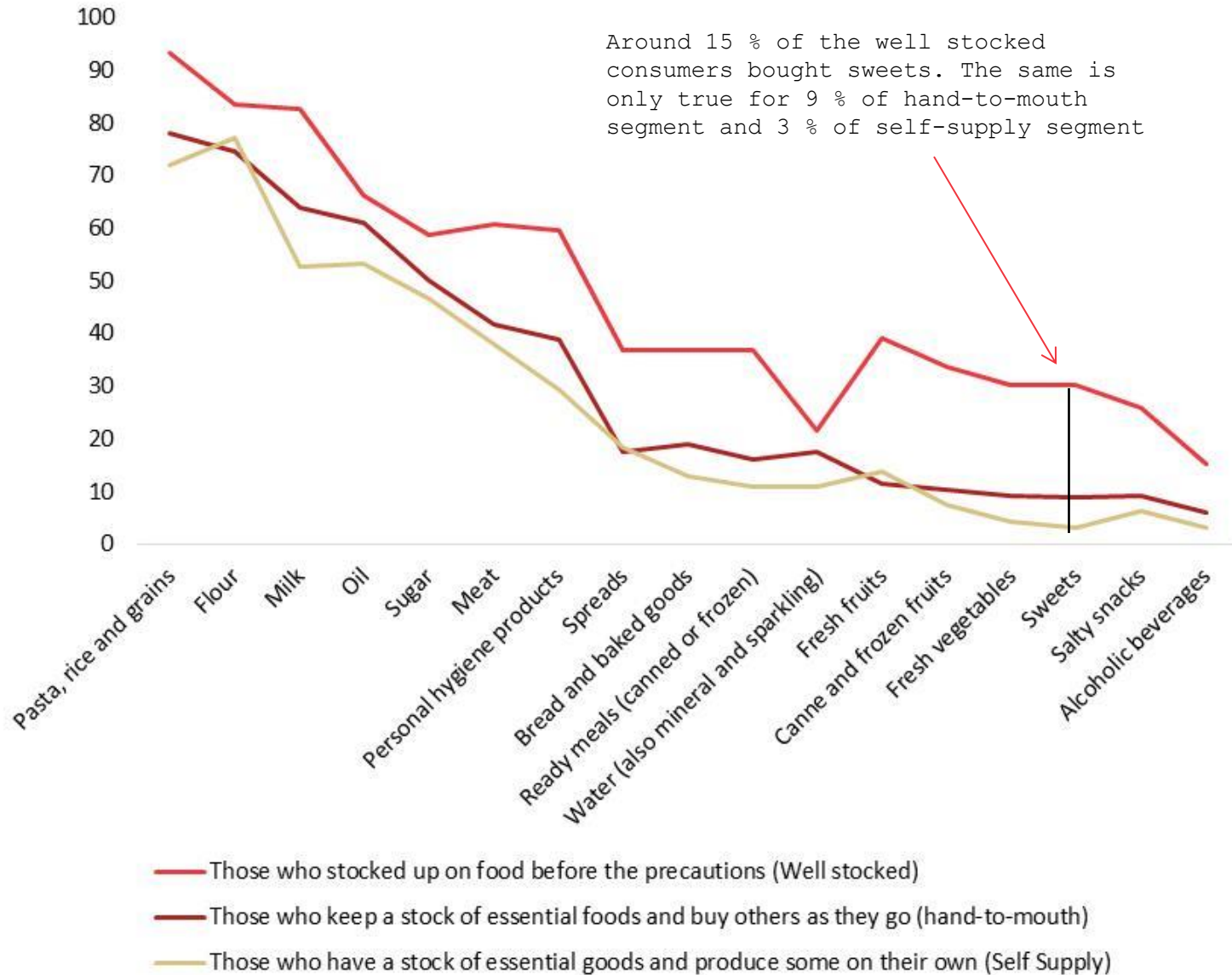
We didn't stock up, we buy as we go

Other (others bring me groceries + I shop online + other)



THREE CONSUMERS SEGMENTS IN THE TIME OF COVID-19 EPIDEMIC

Around 15 % of the well stocked consumers bought sweets. The same is only true for 9 % of hand-to-mouth segment and 3 % of self-supply segment



Consumers that stocked up on food before the implementation of special precautions are the most strongest ones. We can see that they are stronger in each product category compared to other two segments.

Typical representative of the well stocked:

- Women
- 18-35 years old
- Households of 6 or more people
- Currently on temporary lay-off
- Put care for their children before work responsibilities

ABOUT THE RESEARCH



Aim of research:

- Tracking of consumer habits in the times of COVID-19 crisis

Research method:

- CAWI (Computer Asisted Web Interviewing) with Mediana online panel

Time frame:

- 24th - 25th of March 2020

Sample size:

- N=602

Sample parameters:

- General population of Slovenia, 18+
- Sample representative for Slovenia by gender, age and region



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