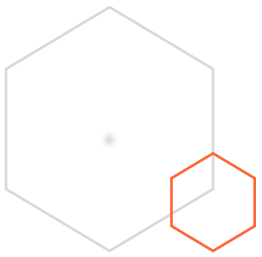




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PURCHASING HABITS DURING THE
CORONAVIRUS

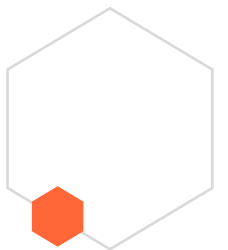


INTRO

Since a few months, the world is experiencing an unprecedented challenge: keeping the coronavirus threat under control.

We have asked our community of shoppers across Europe to tell us more about the way the coronavirus has changed their shopping habits and purchased products.

In this [Consumer Report](#) we provide you with an overview on what consumers are experiencing in the Netherlands, the UK, Belgium, Italy and Spain.



HAS THE THREAT OF CORONAVIRUS CHANGED YOUR SHOPPING HABITS?



THE NETHERLANDS

No	45%
Yes, slightly	42%
Yes, significantly	9%
Yes, radically	4%



ITALY

No	10%
Yes, slightly	30%
Yes, significantly	35%
Yes, radically	25%



THE UK

No	40%
Yes, slightly	37%
Yes, significantly	16%
Yes, radically	7%



BELGIUM

No	42%
Yes, slightly	33%
Yes, significantly	15%
Yes, radically	10%



SPAIN

No	19%
Yes, slightly	36%
Yes, significantly	25%
Yes, radically	20%





CONSUMERS VISIT SUPERMARKETS LESS OFTEN

In comparison to a few months ago, consumers are trying to visit supermarkets less often. The trend is, as expected, more evident in Italy and in Spain, where governments have imposed a total lockdown.

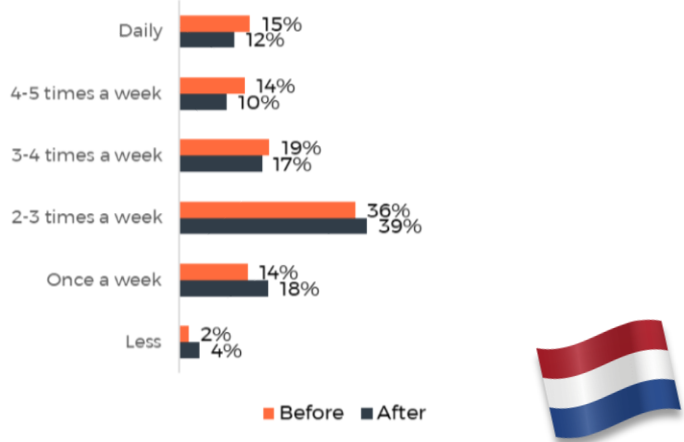
In Italy, the percentage of consumers visiting supermarkets once a week has jumped from **18%** to **48%**, while **in Spain** those doing their groceries less than weekly have increased by nearly 20% (**from 6% to 25%**).

In the **Netherlands** and in the **UK** only around **3% to 5%** of consumers tries to visit stores less often; while in **Belgium** this percentage is around **10%**.

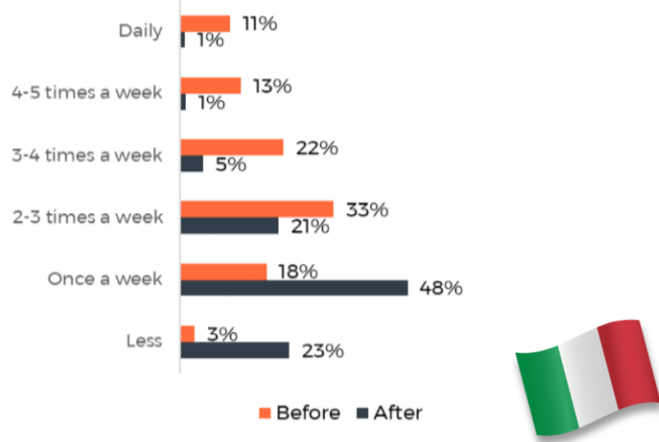


VISITS TO SUPERMARKETS BEFORE AND AFTER

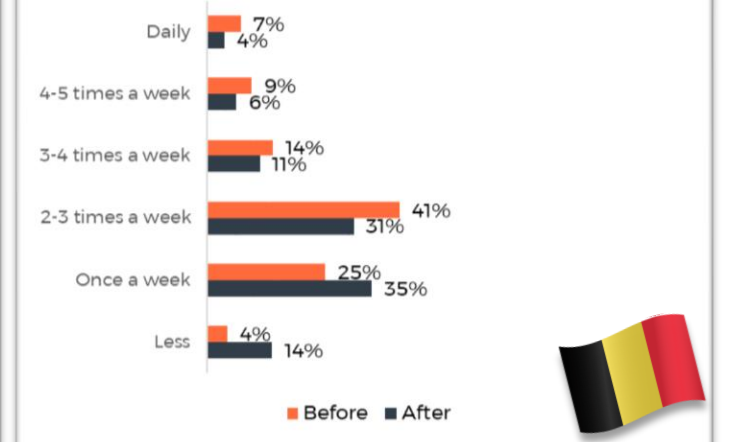
Netherlands visits to supermarkets before and after virus breakdown



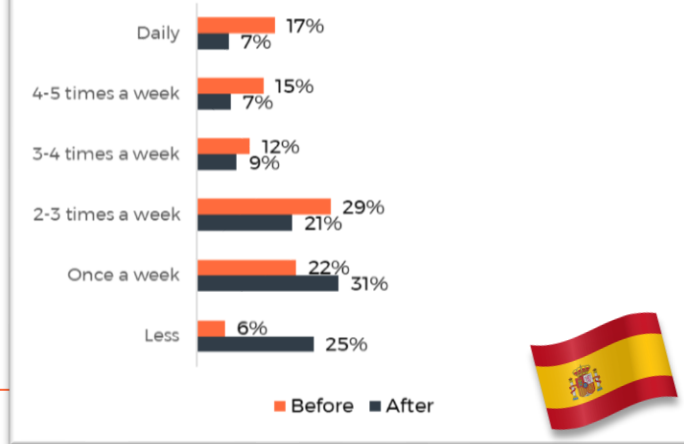
Italy visits to supermarkets before and after virus breakdown



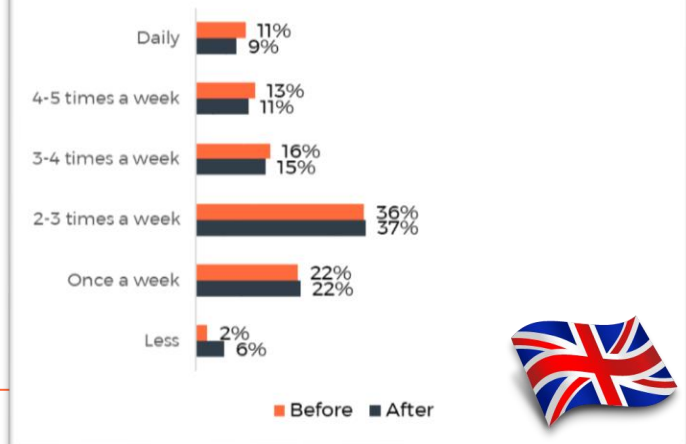
Belgium visits to supermarkets before and after virus breakdown

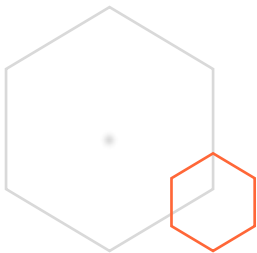


Spanish visits to supermarkets before and after virus breakdown

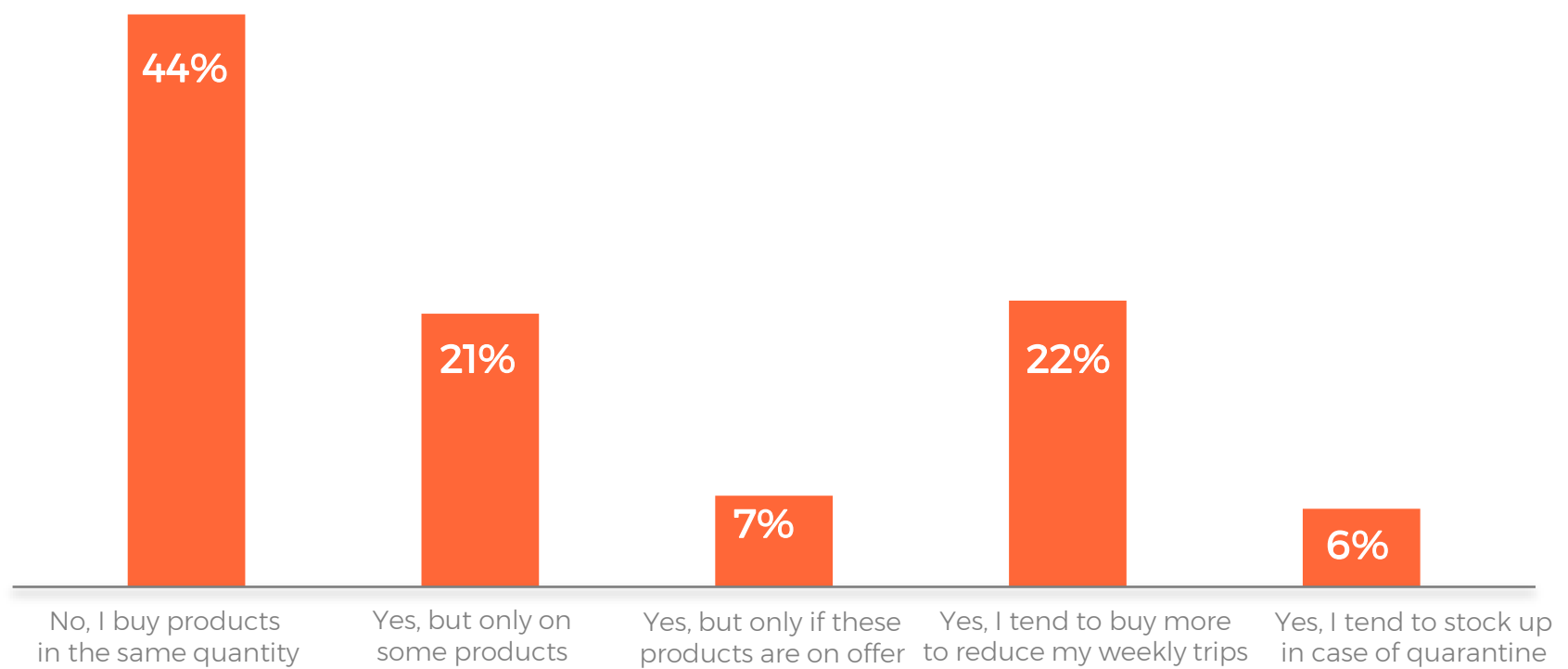


UK visits to supermarkets before and after virus breakdown

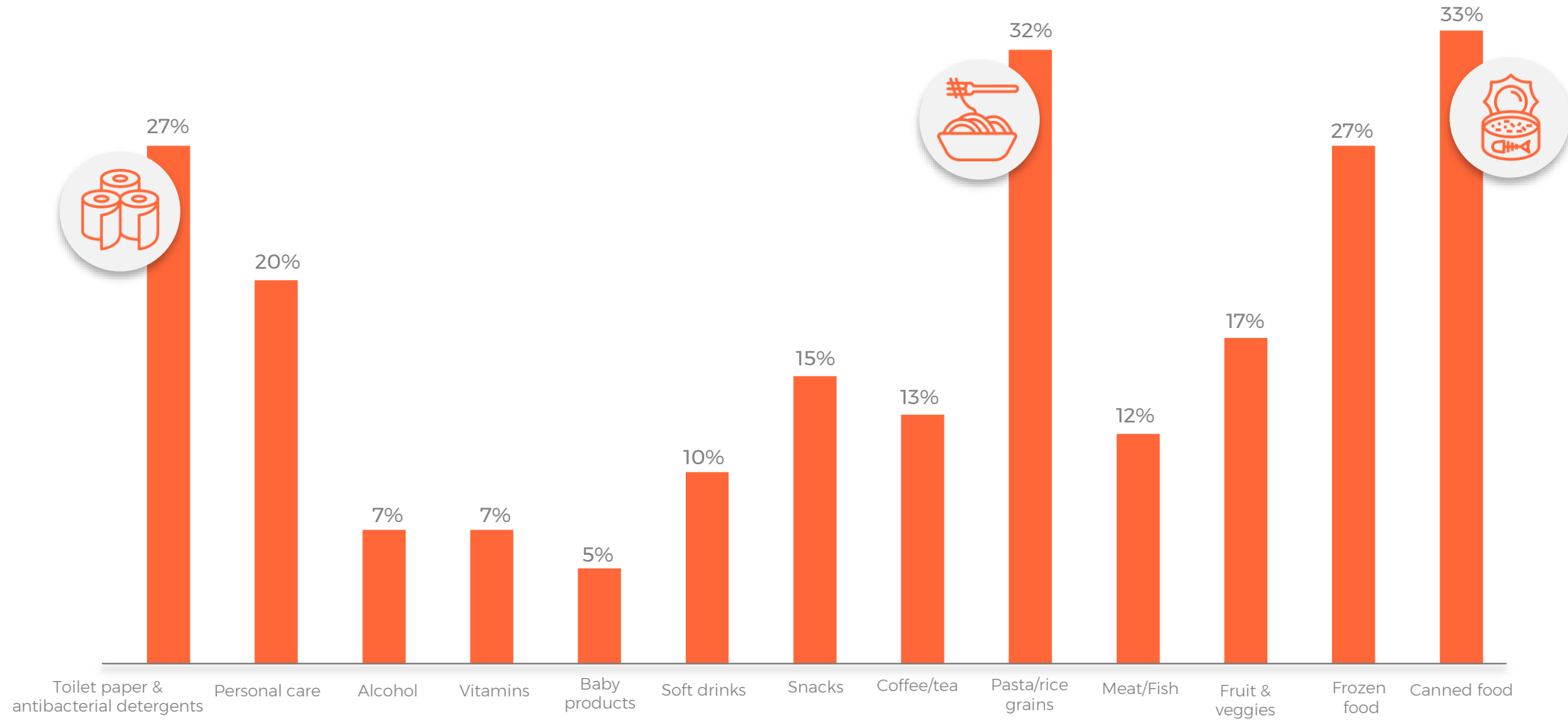




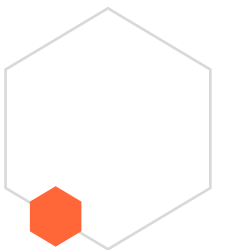
DO EUROPEANS STOCK UP ON PRODUCTS?



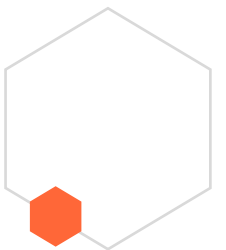
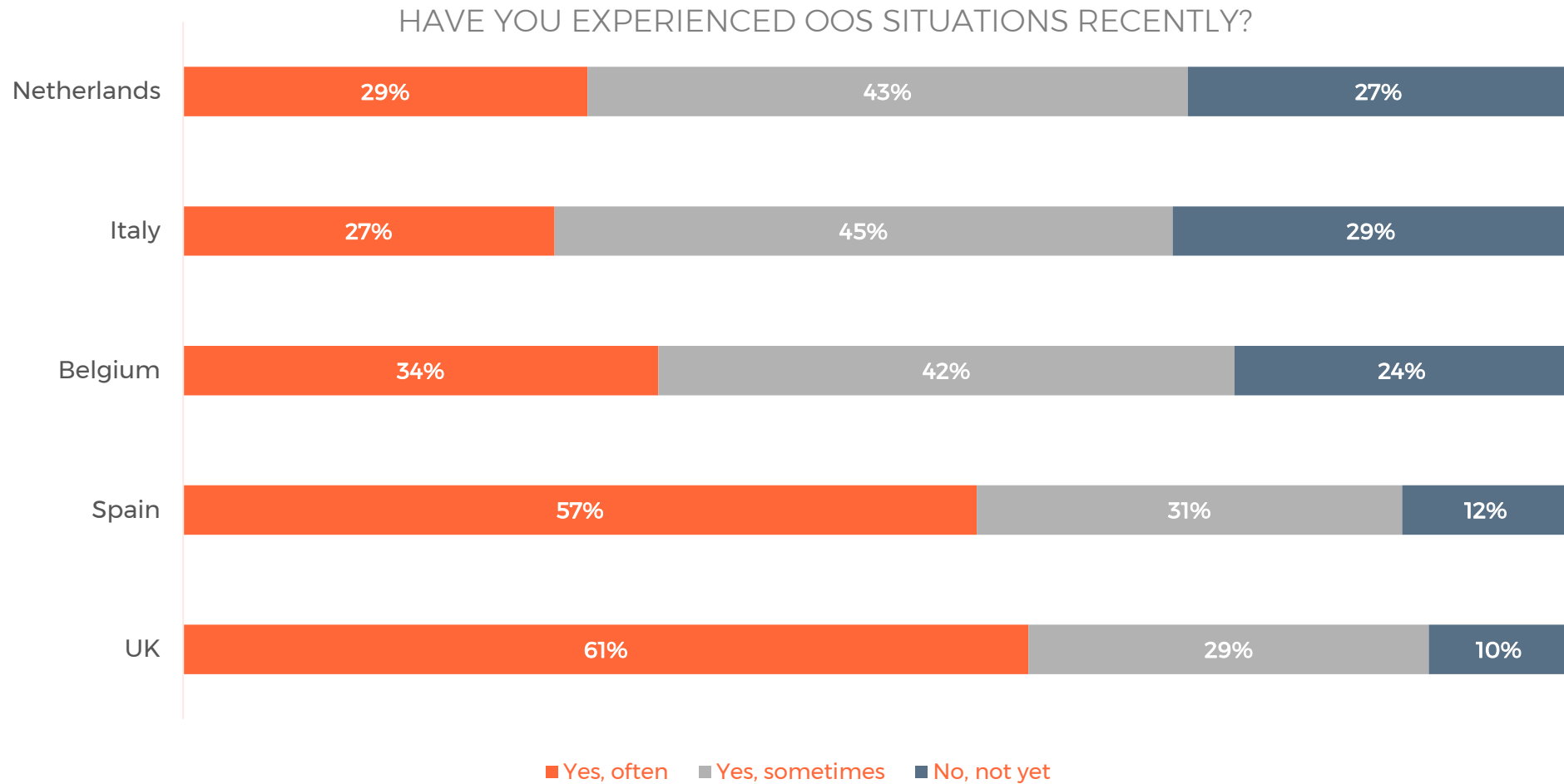
WHAT ARE THE MOST BOUGHT PRODUCTS?



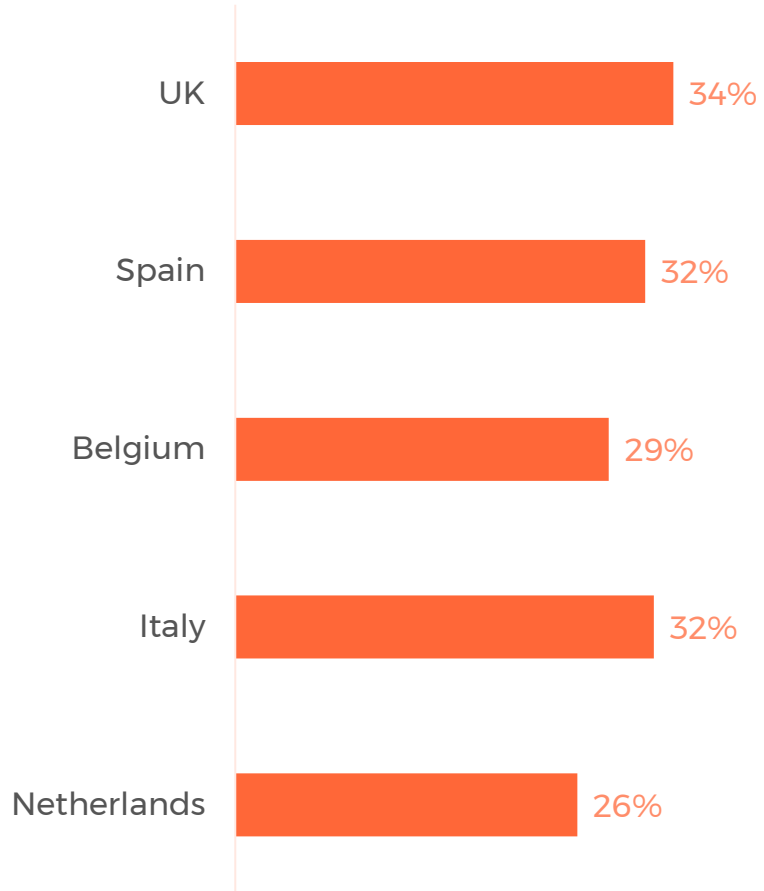
MULTIPLE CHOICE ANSWER



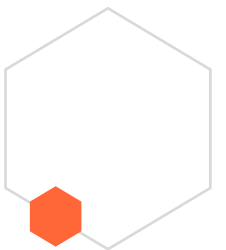
WHAT ABOUT OUT-OF-STOCK SITUATIONS?



ARE CONSUMERS DOING GROCERIES ONLINE?



MULTIPLE CHOICE ANSWER





CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during week 11, 12 and 13 of 2020. The purpose was to determine the crowd's purchasing practices during the coronavirus threat.

The findings take into account data collected from **3.522** respondents, located in Italy, Spain, the UK, Belgium and the Netherlands.

Would you like to receive more information?

Contact us at press@roamler.com

www.roamler.com

