Customers have adapted to COVID-19 with new shopping behaviors and an embrace of digital services.
In the U.S., staying home led to a 60% increase in the amount of media content watched.

As of March 2020, search interest in the terms “online grocery shopping” and “grocery delivery” grew 23% year over year in the U.S.

Americans are watching almost 12 hours of media content a day.

Americans are watching videos related to cooking and recipes at a rate 31% higher than they did in March 2019.

Search interest in telemedicine grew 150% week over week in the U.S. as of March 31, 2020.

In March, views of meditation-related YouTube videos were 51% higher than the same month in 2019.
Post-COVID-19, more Americans expect to make a portion of their purchases online than before.

### Online Purchasing Category (% Growth)

- **30-49% growth:** Groceries, alcohol, household supplies, personal care products, over-the-counter medicine
- **15-29% growth:** Apparel, skin care and makeup, vitamins and supplements, fitness and wellness
- **0-14% growth:** At-home entertainment, consumer electronics, books, magazines and newspapers

Consumers have started caring about healthy and hygienic packaging and how companies treat their employees.

### Customers Buying More Based on Company Behavior (% of Respondents):

- How companies care for the safety of their employees: **26%**
- Healthy and hygienic packaging: **21%**
- Sustainable and eco-friendly products: **17%**
- Retailers’ promotion of sustainable solutions: **17%**
- Company’s purpose and values: **15%**

### Change in Shopping Mindset Since COVID-19

- **% of U.S. respondents who are:**
  - Becoming more mindful of where they spend their money: **40%**
  - Choosing less expensive products to save money: **31%**
  - Researching brand and product choices before buying: **21%**
The top two priorities for consumers are limiting food waste and prioritizing health-conscious shopping.

### PROPORTION OF CONSUMERS WHO AGREE OR SIGNIFICANTLY AGREE WITH THE FOLLOWING STATEMENTS AND ARE LIKELY TO SUSTAIN BEHAVIOR POST-OUTBREAK [APRIL 2-6]:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Proportion of Consumers Agreeing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limiting food waste</td>
<td>68%</td>
</tr>
<tr>
<td>Shopping more health-consciously</td>
<td>59%</td>
</tr>
<tr>
<td>Making more sustainable choices</td>
<td>54%</td>
</tr>
<tr>
<td>Shopping more cost-consciously</td>
<td>49%</td>
</tr>
<tr>
<td>Shopping in closer neighborhood stores</td>
<td>46%</td>
</tr>
</tbody>
</table>

### CHANGE IN WORK-FROM-HOME FREQUENCY FROM PRE- TO POST-OUTBREAK:

- 30% MORE
- 13% LESS
- 57% SAME

### PROPORTION OF CONSUMERS WHO AGREE OR SIGNIFICANTLY AGREE:

- 64% I am fearful for my own health.
- 82% I am fearful for the health of others.
- 64% I am worried about the impact of COVID-19 on my personal job security.
- 88% I am worried about the impact of COVID-19 on the economy.

**Sources:** Nielsen, Google Trends, McKinsey & Co., Accenture