

THE IMPACT OF COVID-19

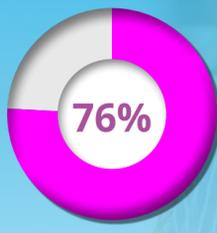


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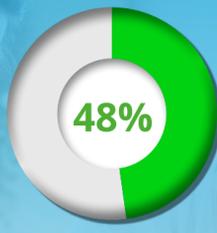
EVALUATING THE UNCERTAINTY & FUTURE OUTLOOK OF COVID-19

COVID-19 is a once in a generation pandemic that is having a profound impact on the way that consumers think and behave and conduct their day-to-day lives. It is disrupting consumer attitudes and behaviors and forcing brands to re-evaluate their strategies and understanding of consumers.

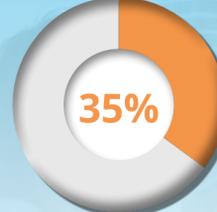
1. CONCERNS AND EVOLVING LIFESTYLE TRAITS IN A PANDEMIC ENVIRONMENT



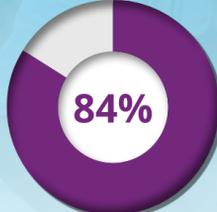
76% of global consumers state that they are concerned about COVID-19.



48% of global consumers believe that COVID-19 will impact their day to day lives for at least 12 months.



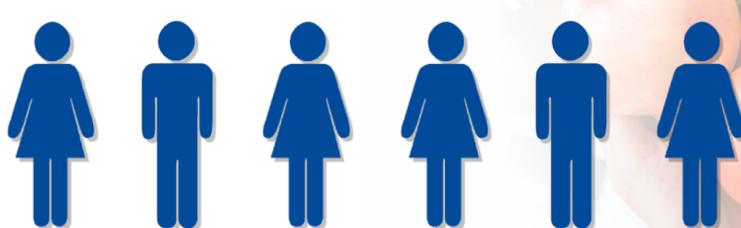
Only 35% of global consumers say that they feel well informed about COVID-19.



84% of global consumers are most concerned about their overall health and wellbeing.

2. HEALTH AND WELLNESS IN A PANDEMIC ENVIRONMENT

When it comes to health, a total of six in ten consumers across the globe say that they are more conscious about their overall health and wellbeing as a result of COVID-19, with a similar proportion saying they are more conscious about their immunity.



35%

Of global consumers have turned to food that boosts immune health.

57%

Say that they have become more conscious about their immunity.

73%

Say they will make greater attempts to eat and drink healthier in the future.

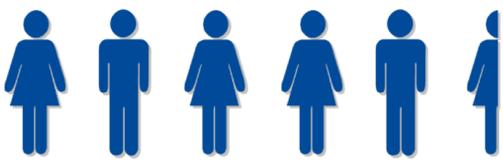
3. SHOPPING HABITS IN A PANDEMIC ENVIRONMENT



52%

Have you become less brand conscious when purchasing food and beverage products.

In times of uncertainty, consumers can pay closer attention than ever before to the practices and policies of brands and retailers. This is because in times of reduced confidence and increased feelings of vulnerability, consumers want reassurance that brands and retailers have their best interests at heart and are acting in a responsible manner.



55% of global consumers have looked for mood boosting foods in the last month.

59%

Of consumers say they are now more willing to buy food and drink from online retailers as a result of COVID-19

4. SUSTAINABILITY AND SAFETY IN A PANDEMIC ENVIRONMENT



Whilst there has been little positive sentiment originating from the current pandemic, one that has arisen is that consumers have a renewed sense of optimism that the environment is not beyond repair.

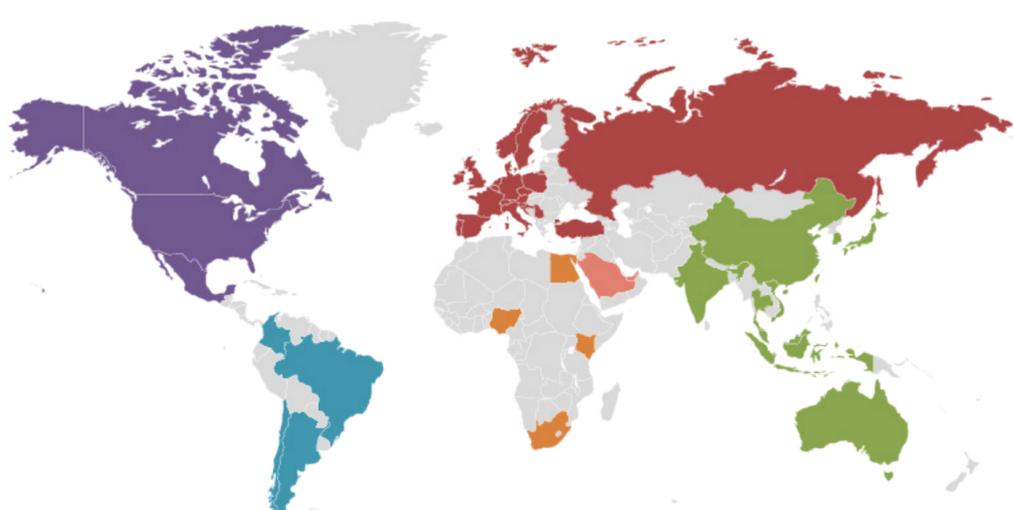
Proportion of consumers who say that they have become more concerned about environmental issues as a result of COVID-19.

Proportion of consumers who say that they will pay more attention to sustainability.

0 10 20 30 40 50 60

66%

Consumers can often have negative attitudes towards packaging. However as a result of COVID-19 - 66% of consumers say that their attitudes towards packaging have changed in a positive way.



For more information on our 'Evaluating the Uncertainty & Future Outlook of COVID-19 - Global Report: [Please click here!](#)



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