

Impact of COVID-19  
on  
**CONSUMER PACKAGED  
GOODS INDUSTRY**

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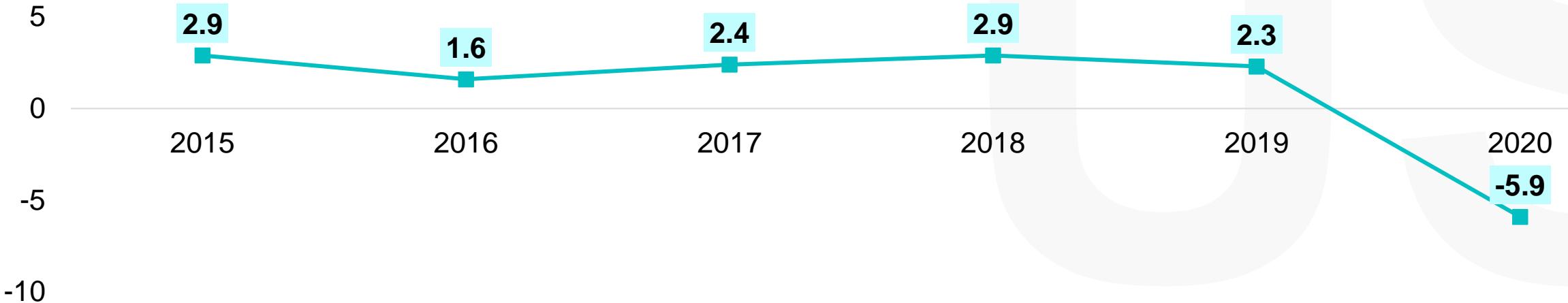
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## US REAL GDP GROWTH

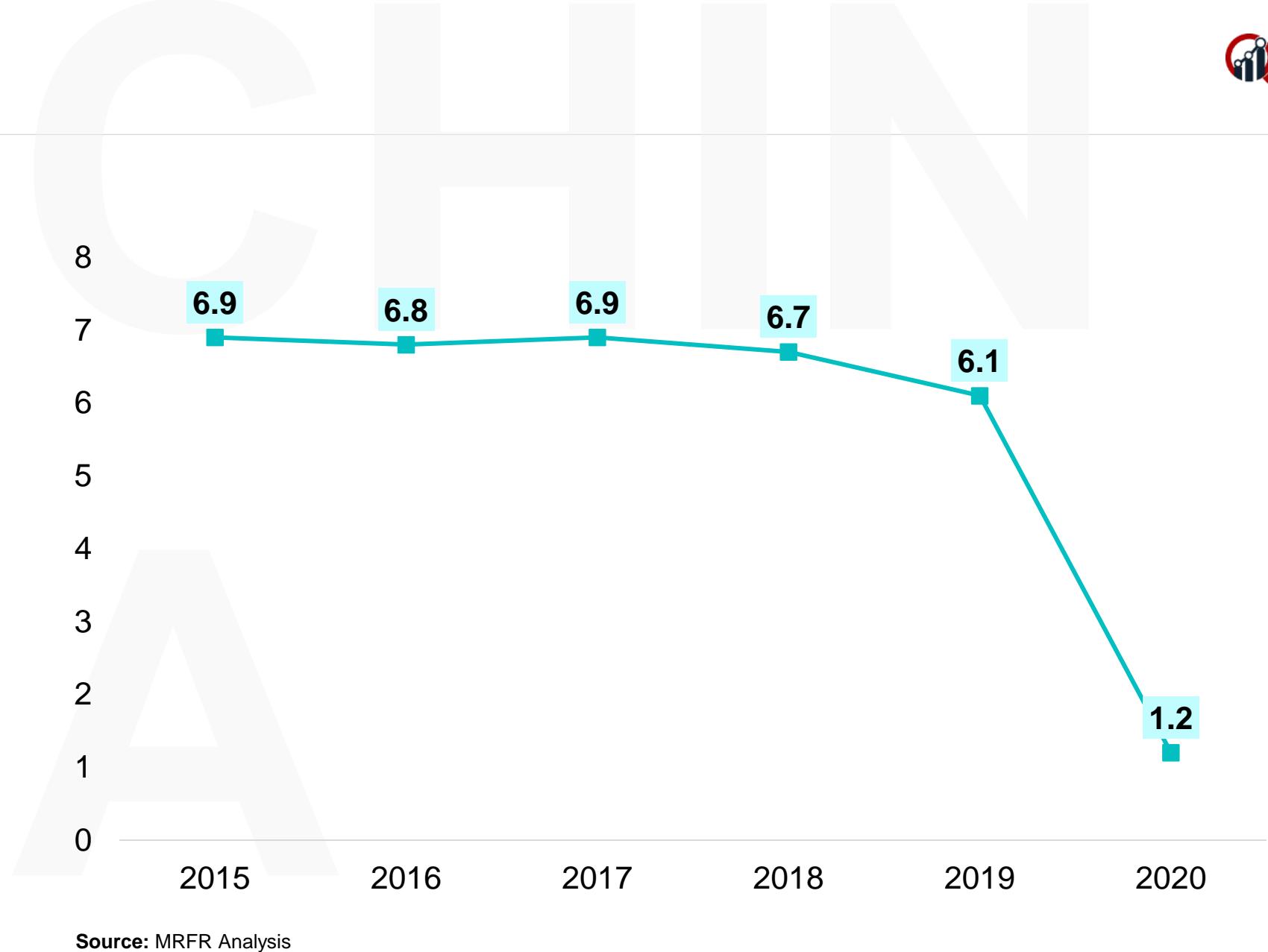


Source: MRFR Analysis





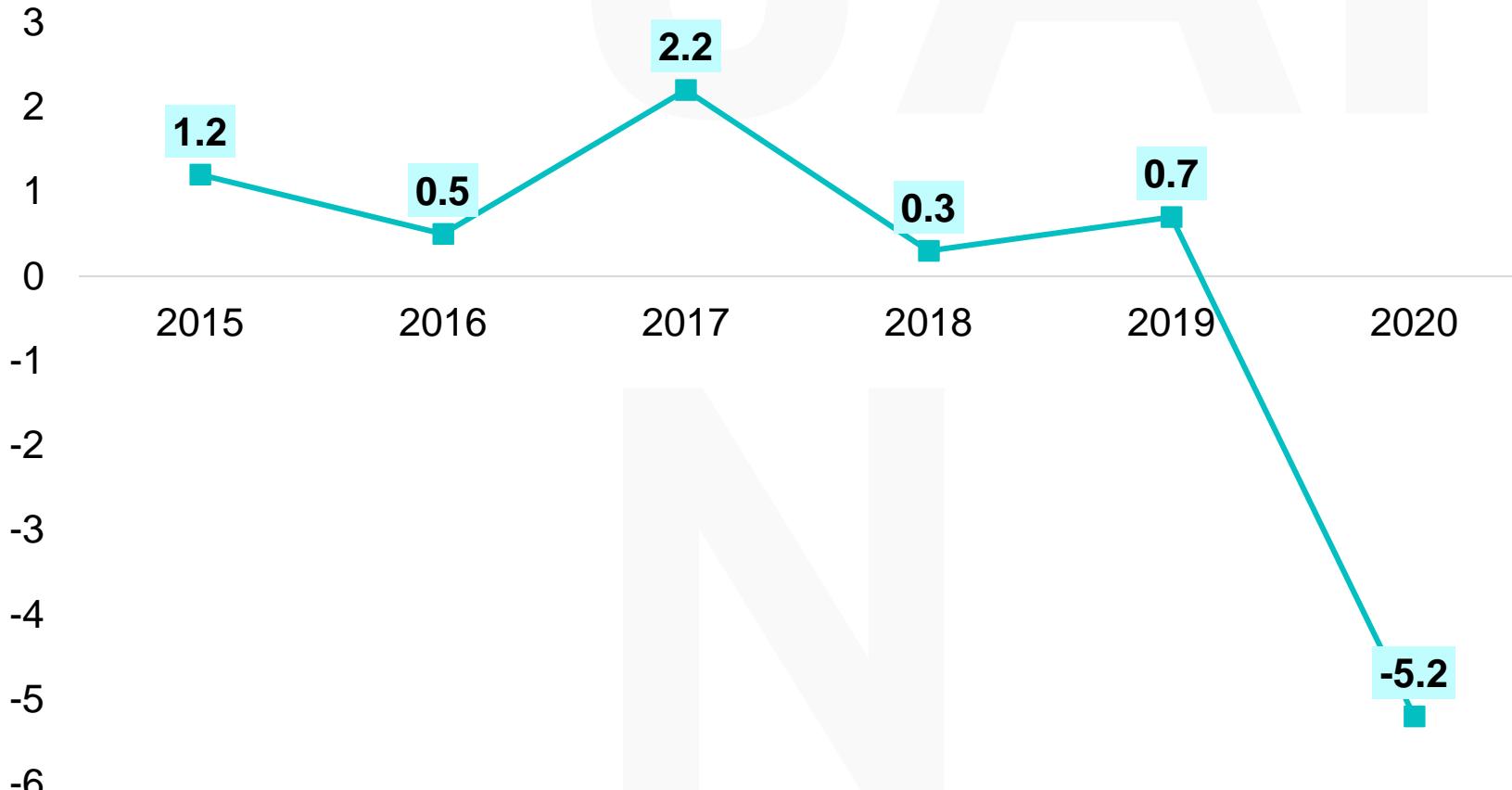
# CHINA REAL GDP GROWTH



Source: MRFR Analysis



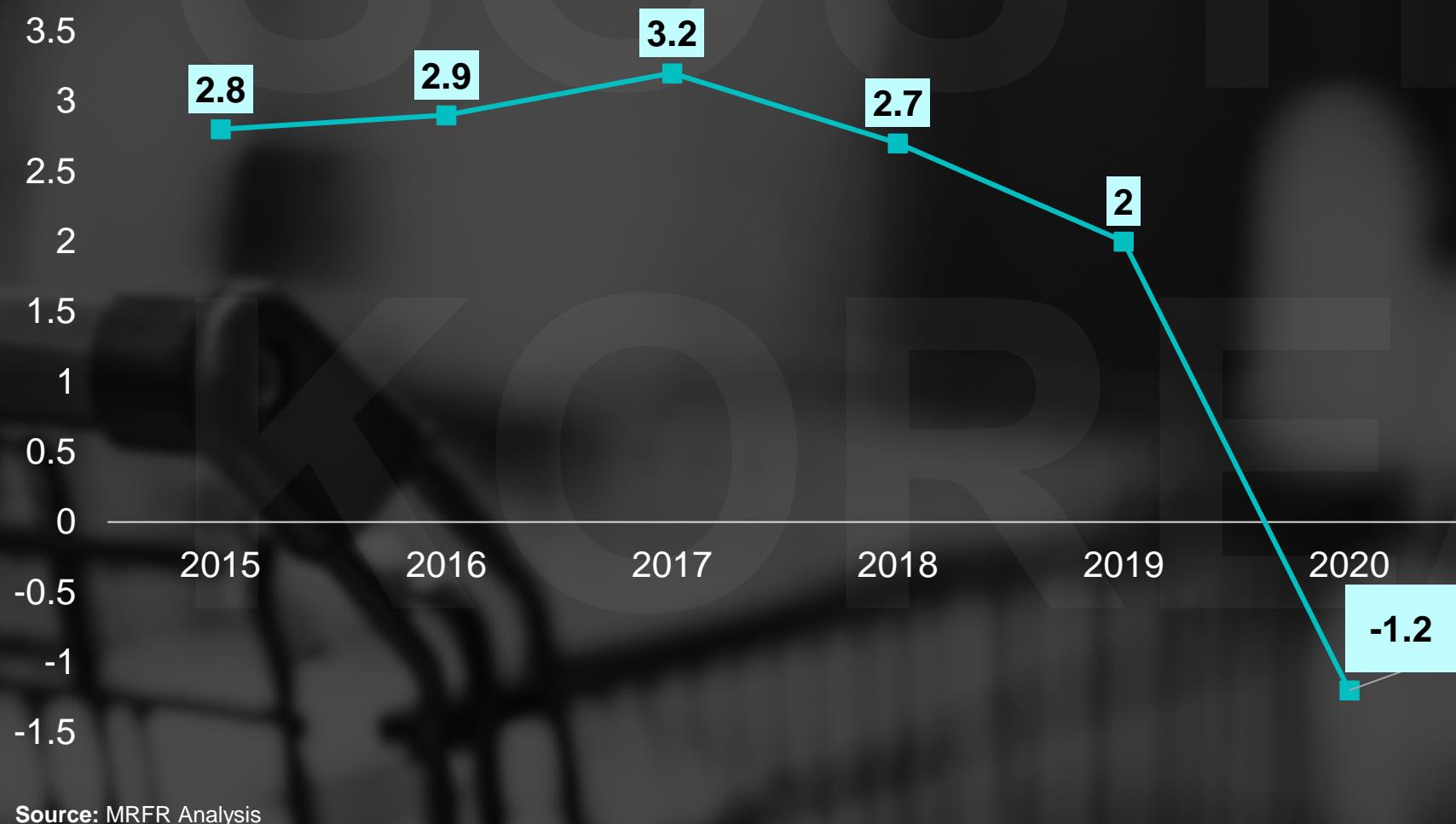
## JAPAN REAL GDP GROWTH



Source: MRFR Analysis

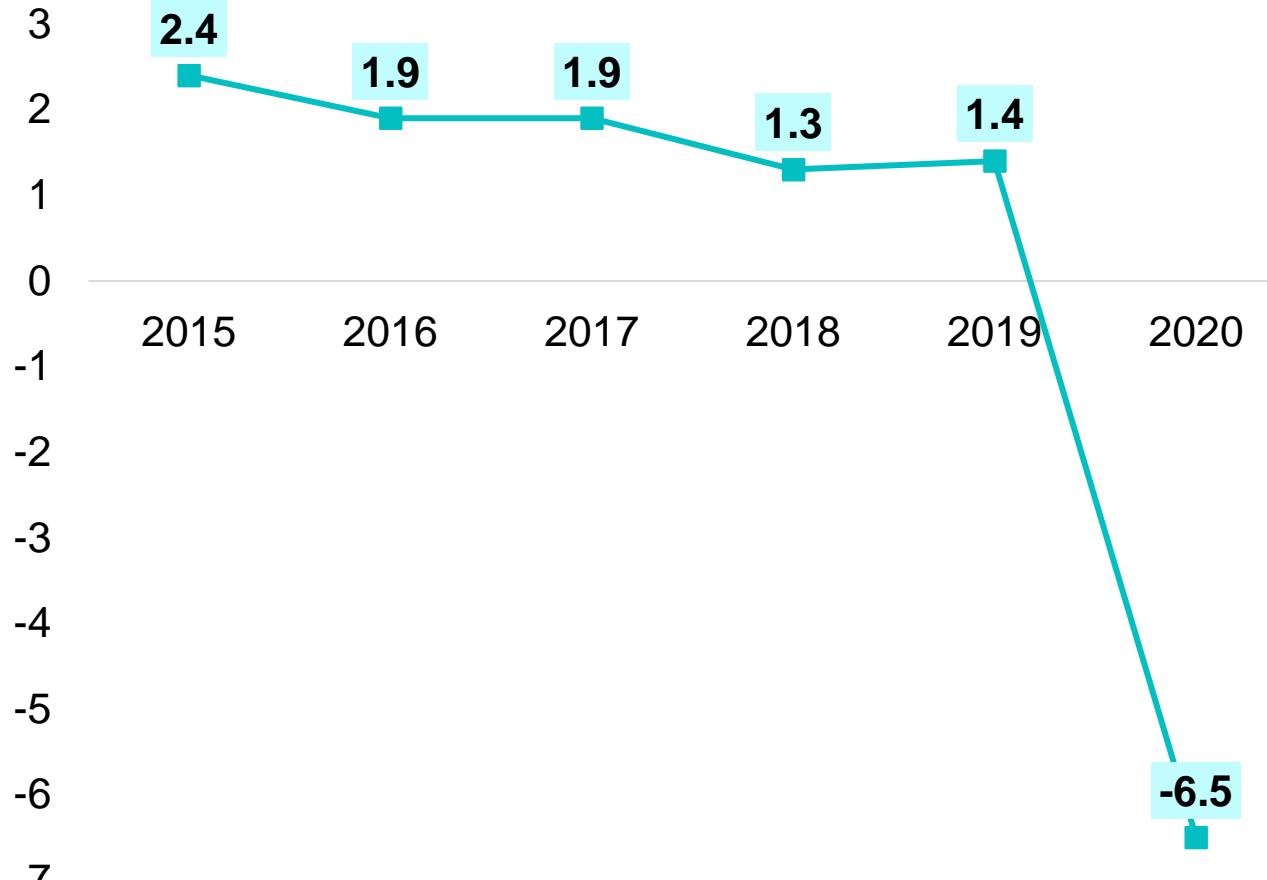


# SOUTH KOREA REAL GDP GROWTH





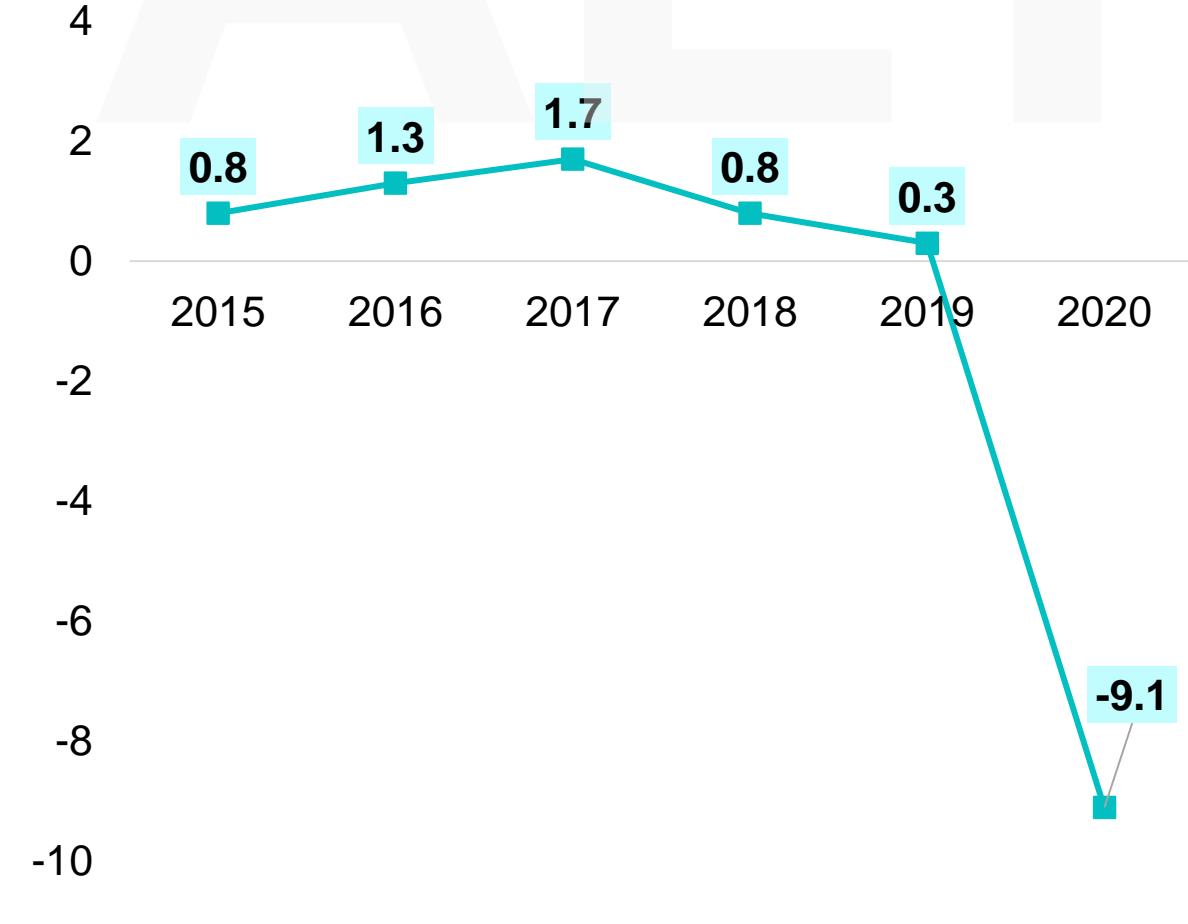
# UK REAL GDP GROWTH



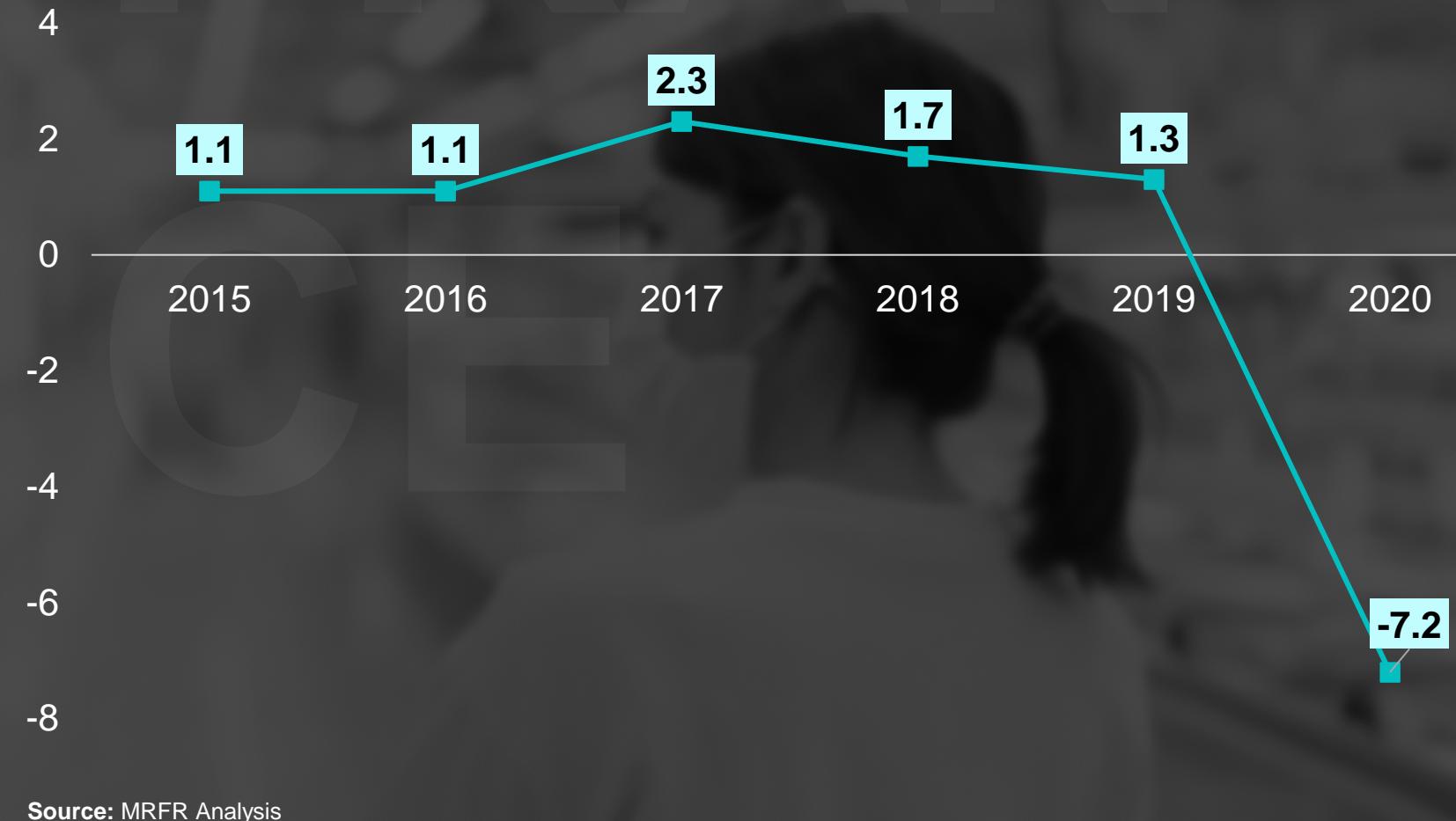
Source: MRFR Analysis



# ITALY REAL GDP GROWTH

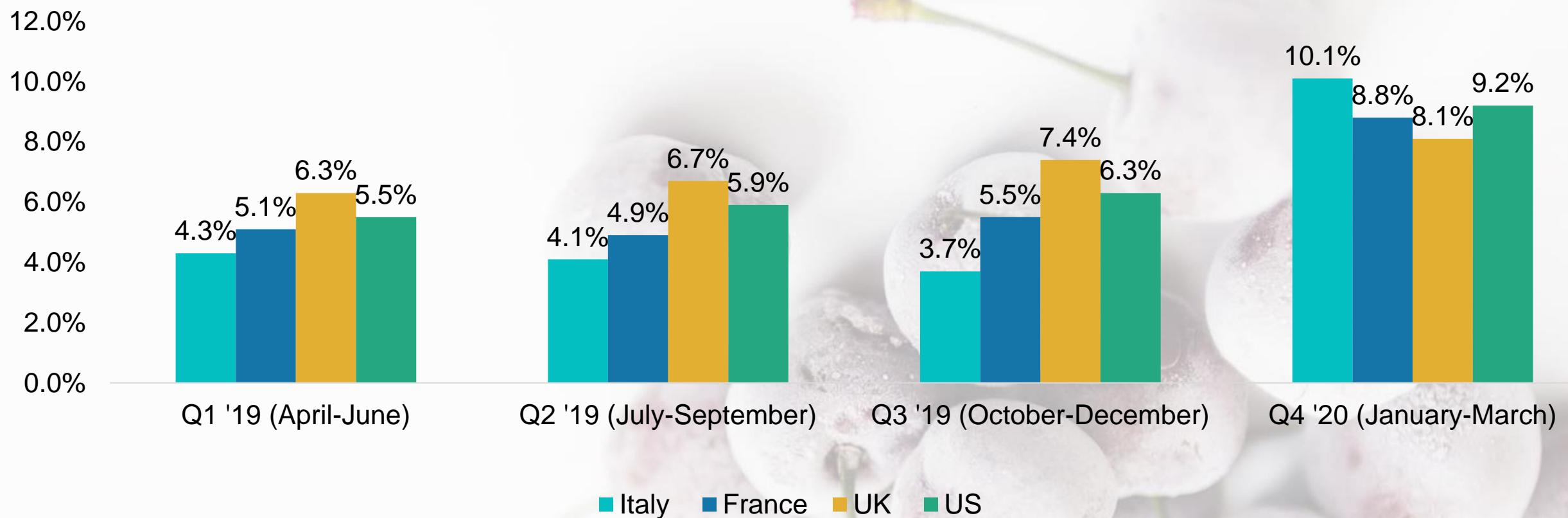


# FRANCE REAL GDP GROWTH





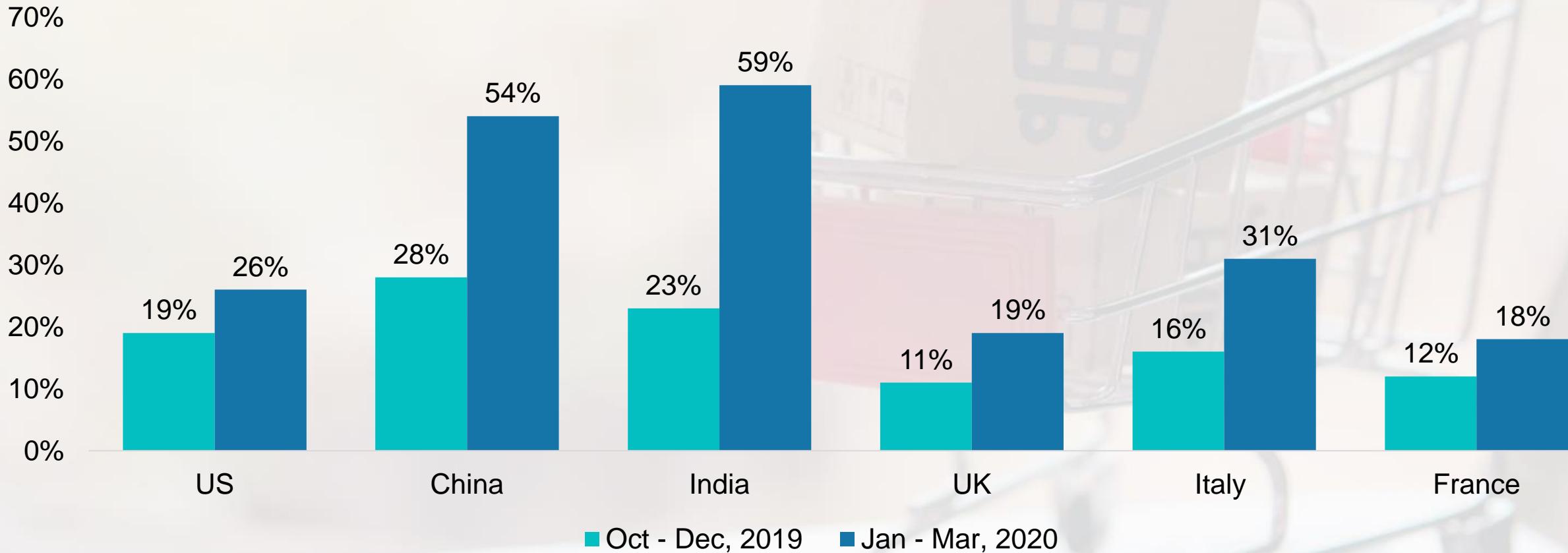
## Frozen Processed Food Sales, by Country- (April –June 2019) vs (July-September 2019) vs (October-December 2019) vs (January-March 2020)



Source: MRFR Analysis

Countries witnessed spike in demand for frozen processed foods during Covid-19 outbreak. Panic buying and stockpiling increased due to higher shelf life of frozen processed foods.

# Growth of E-Commerce Sales- Pre-Pandemic (October-December 2019) and During Pandemic (January-March 2020), By Country



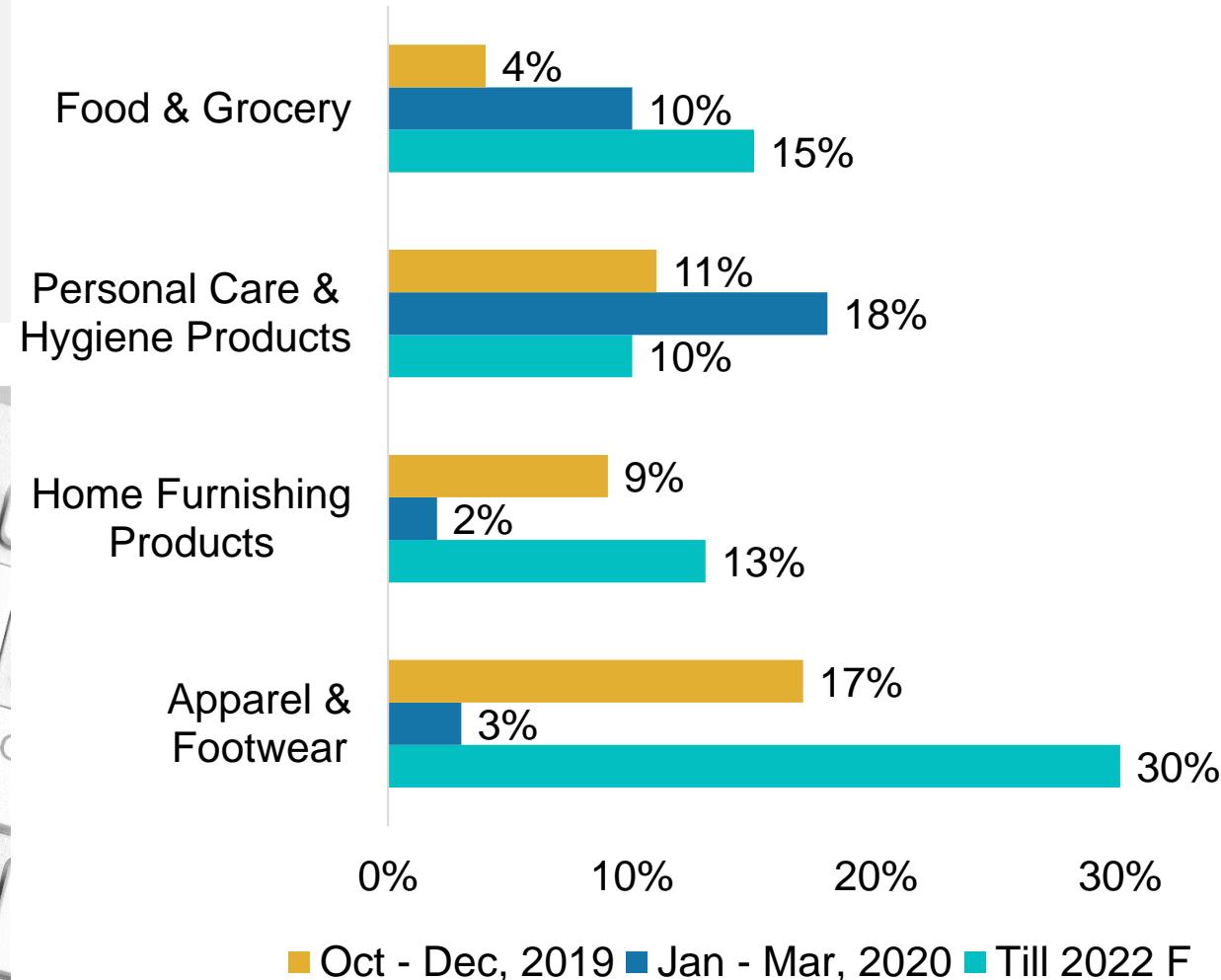
Source: MRFR Analysis

E-Commerce channels witnessed surge in demand for essential products across countries during January to March 2020 compared to October to December 2019 due to closure of store-based retail amidst Covid-19 lockdown.



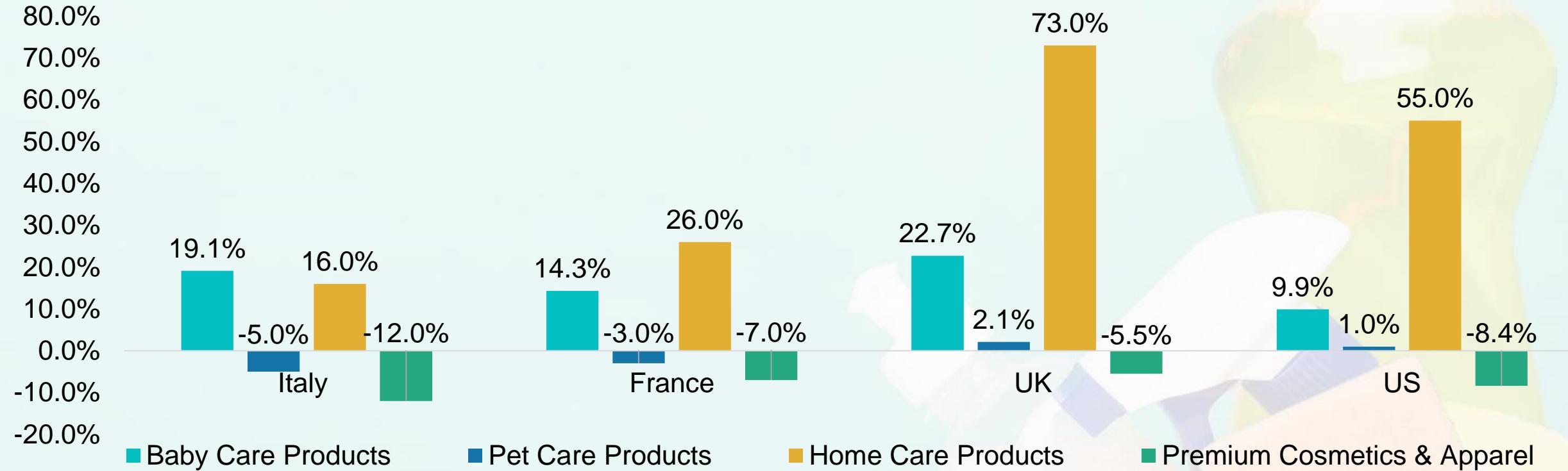
# Growth in E-Commerce Sales Pre-Pandemic (October-December 2019) vs during Pandemic (January-March 2020) and MRFR Forecast till 2022, by Category in US

Sales of food and grocery and personal care & hygiene products increased through e-commerce channels during January to March 2020 as they are essential products. Closure of store-based retail resulted in spike in demand for essential products through online platforms.



Source: MRFR Analysis

# Stationary Products, Home Care Products & Non-Essential Product Sales Post Covid-19 Outbreak



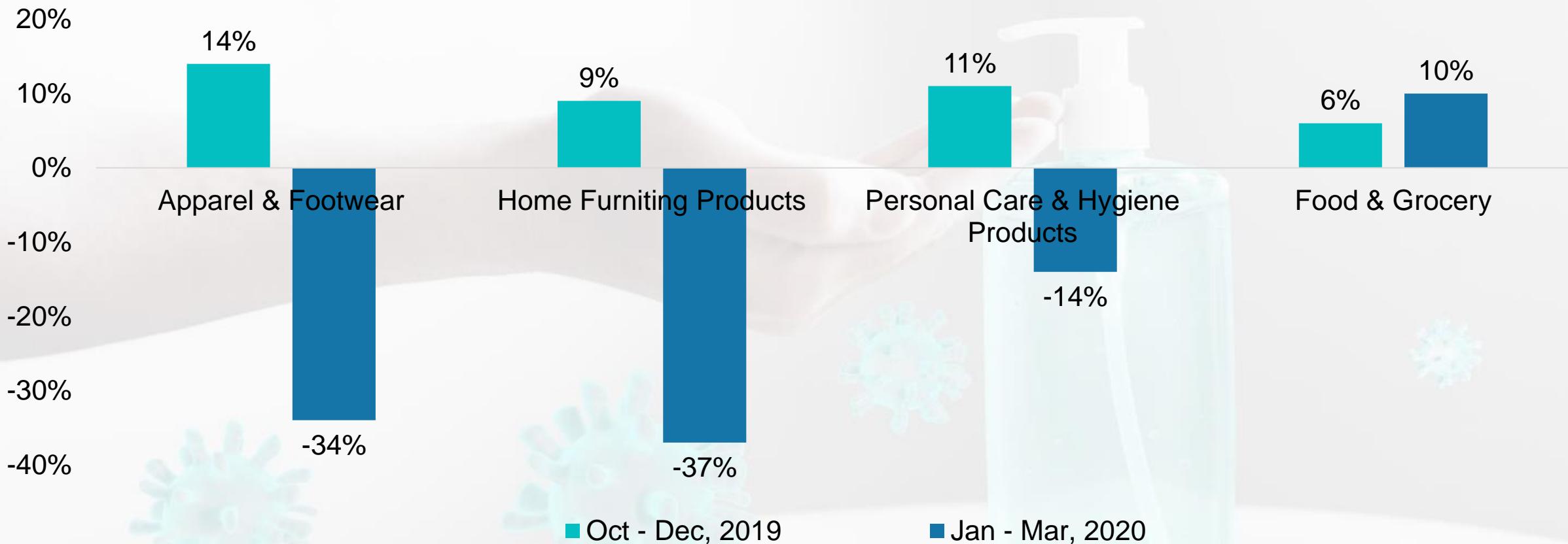
Source: MRFR Analysis

Sales of home care and baby care products increased across countries post Covid-19 outbreak due to panic buying and stockpiling as a result of lockdown.

Premium cosmetics and apparels are non-essential products and hence demand of these products declined after pandemic.

Sales of pet care products declined due to rapid decline in pet adoption during pandemic..

# US Sales through Store-based Retail During Pandemic (January-March 2020) vs Pre-pandemic (October-December 2019)



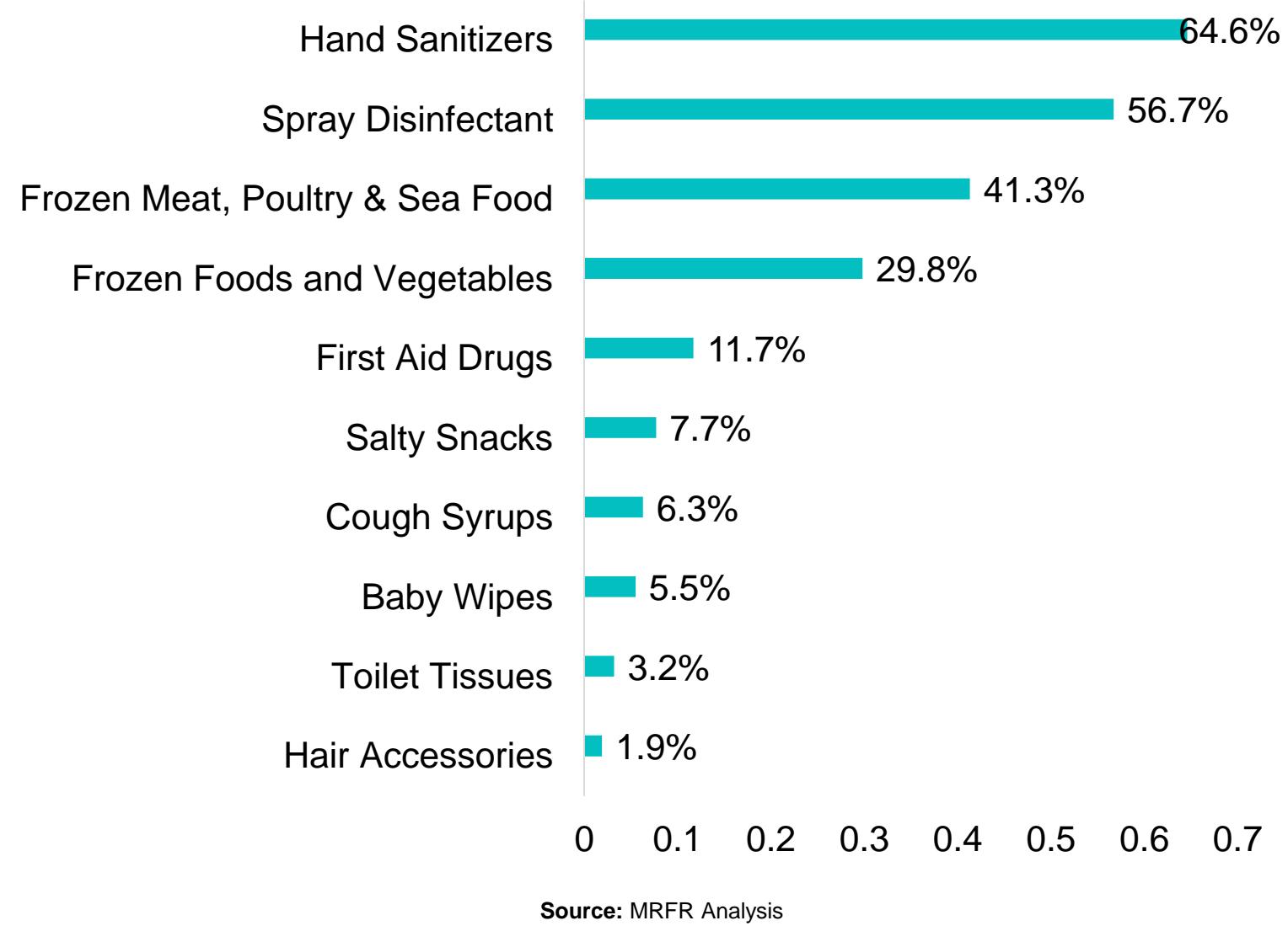
Source: MRFR Analysis

Apparel & footwear, home furnishing products, personal care & hygiene products witnessed a decline in store-based sales in US as a result of lockdown.



# Growth in Grocery Essentials (December 2019 - March 2020), by Product Type in UK

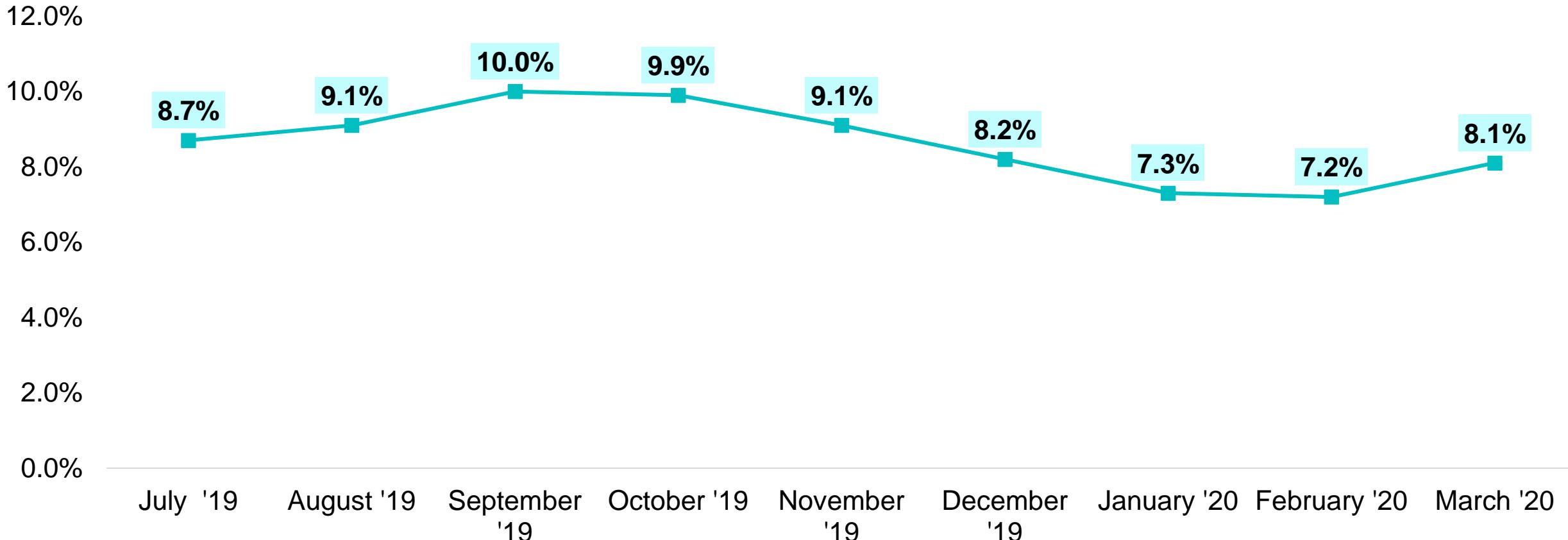
Essential products such as hand sanitizers, spray disinfectant, frozen meat, poultry & sea food, frozen foods and vegetables witnessed a spike in demand due to panic buying as a result of lockdown in UK



Source: MRFR Analysis



## China Retail Sales Scenario (July 2019 to March 2020)



Source: MRFR Analysis

China retail sales of drastically slowed down due to Covid-19 outbreak from November 2019

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**WANTSTATS RESEARCH AND MEDIA PVT. LTD**

Email: [salesteam@marketresearchfuture.com](mailto:salesteam@marketresearchfuture.com)

Contact: Ph: +1-646-845-9349 (US) / +44 208 133 9349 (UK)