

# How Have Consumer Preferences Shifted as a Result of the Covid-19 Pandemic?

By: Lily Stavropoulos

## Four Main Shifts

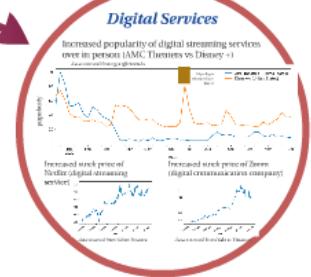
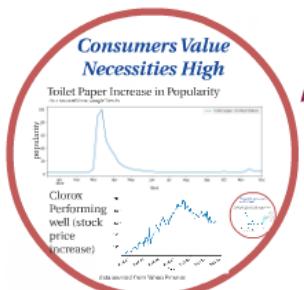
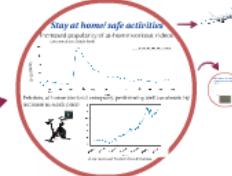
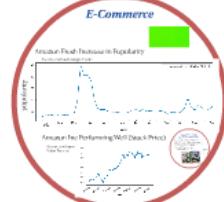
1. E-commerce    2. Necessities



3. Stay at home activities



4. Digital



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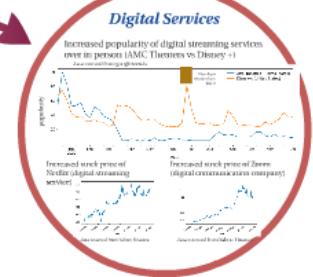
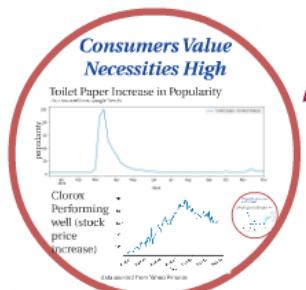
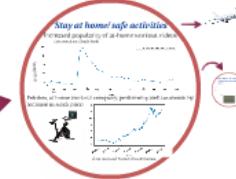
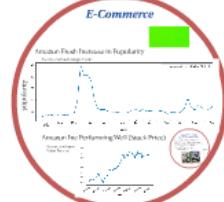
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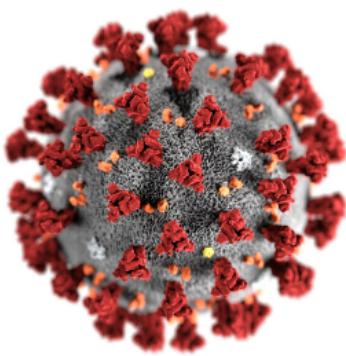


3. Stay at home activities



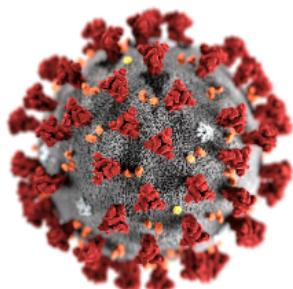
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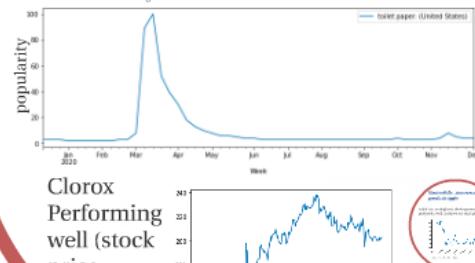
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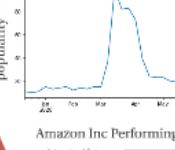
*Consumers Value Necessities High*

Toilet Paper Increase in Popularity  
data sourced from Google Trends

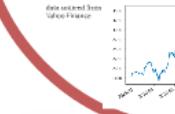


E-Co

Amazon Fresh Increase in popularity  
data sourced from Google Trends



Amazon Inc Performing well (stock price)





# *Four Main Shifts*

1. E-commerce



2. Necessities



3. Stay at home activities



4. Digital

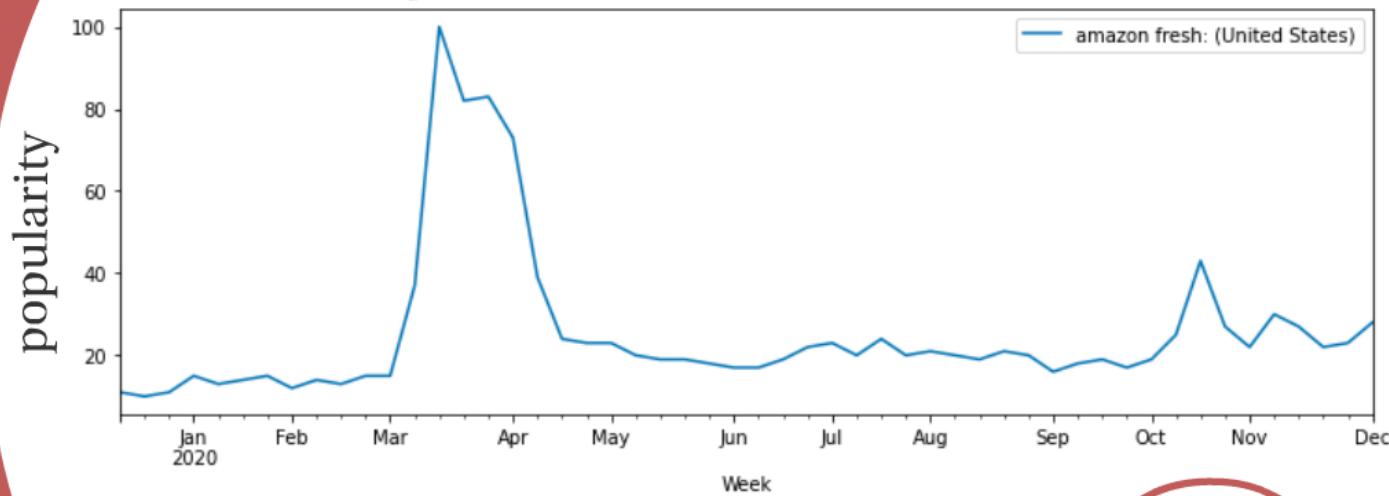


# E-Commerce



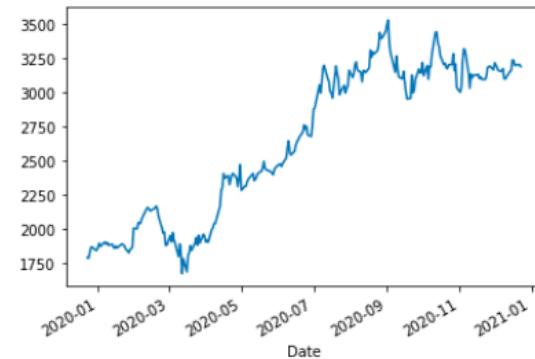
## Amazon Fresh Increase in Popularity

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## Amazon Inc Performing Well (Stock Price)

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**Meanwhile...small  
businesses are hit hard**

- Over half (51%) small business reported a significant decrease in sales due to the pandemic.
- More than 17% said they are seeking extensions on recurring payments like rent; less than 60% of these businesses have been granted them.



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*source: businesswire.com: <https://www.businesswire.com/news/home/20201008005232/en/Small-Businesses-Feel-Biggest-Impact-of-Coronavirus-Pandemic>*



*Link to video about small  
businesses struggling in  
Wayne, PA*

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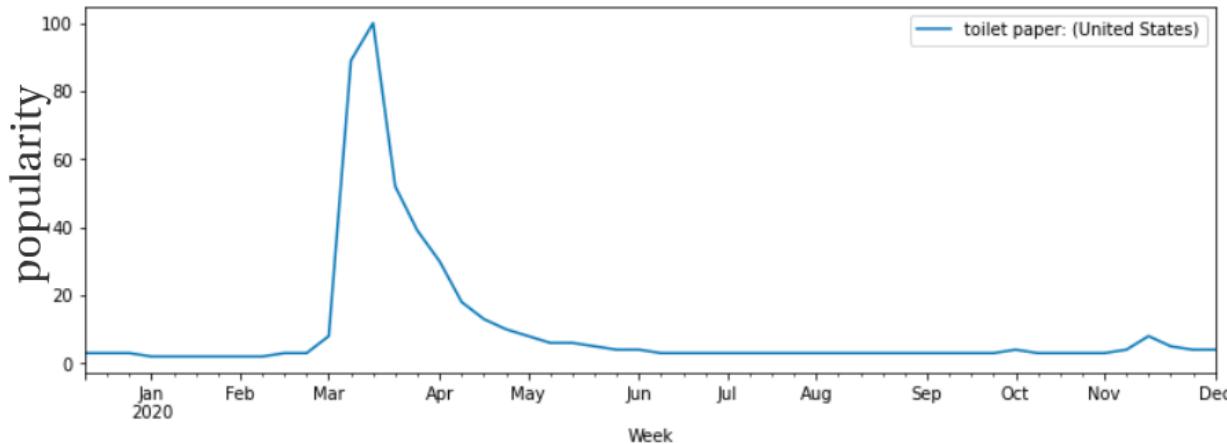
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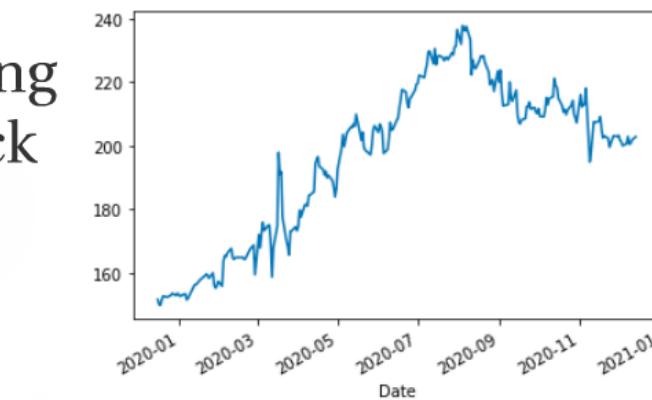
# *Consumers Value Necessities High*

## Toilet Paper Increase in Popularity

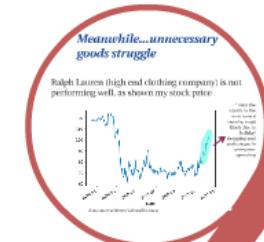
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Clorox  
Performing  
well (stock  
price  
increase)

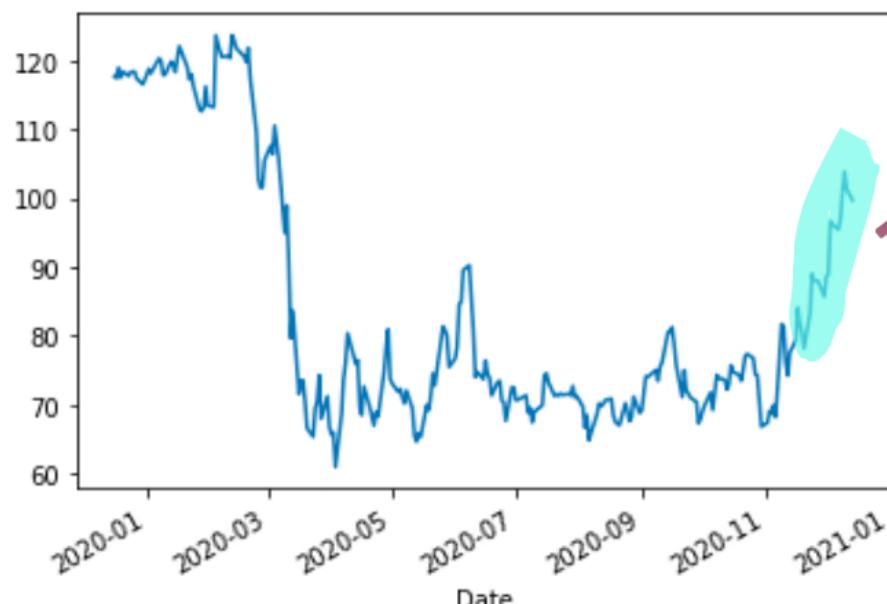


data sourced from Yahoo Finance



## *Meanwhile...unnecessary goods struggle*

Ralph Lauren (high end clothing company) is not performing well, as shown my stock price



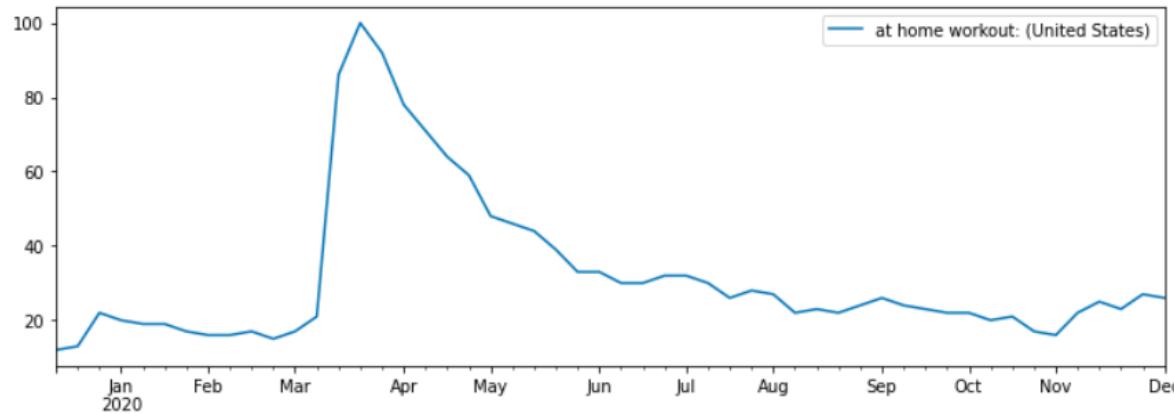
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\* note the uptick in the most recent months; most likely due to holiday shopping and an increase in consumer spending

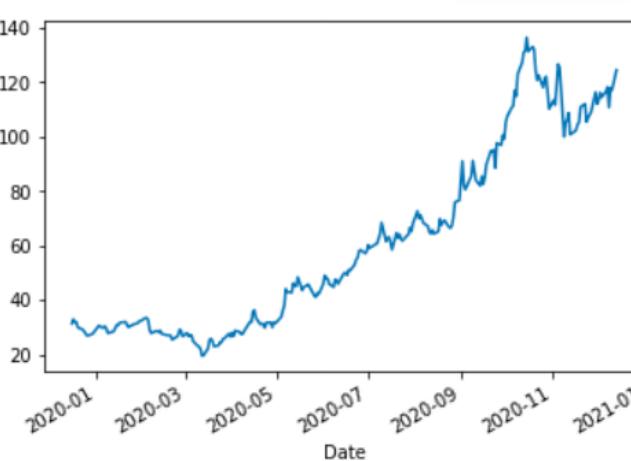
## *Stay at home/ safe activities*

Increased popularity of at-home workout videos

data sourced from Google Trends



Peloton, at home workout company, performing well (as shown by increase in stock price)



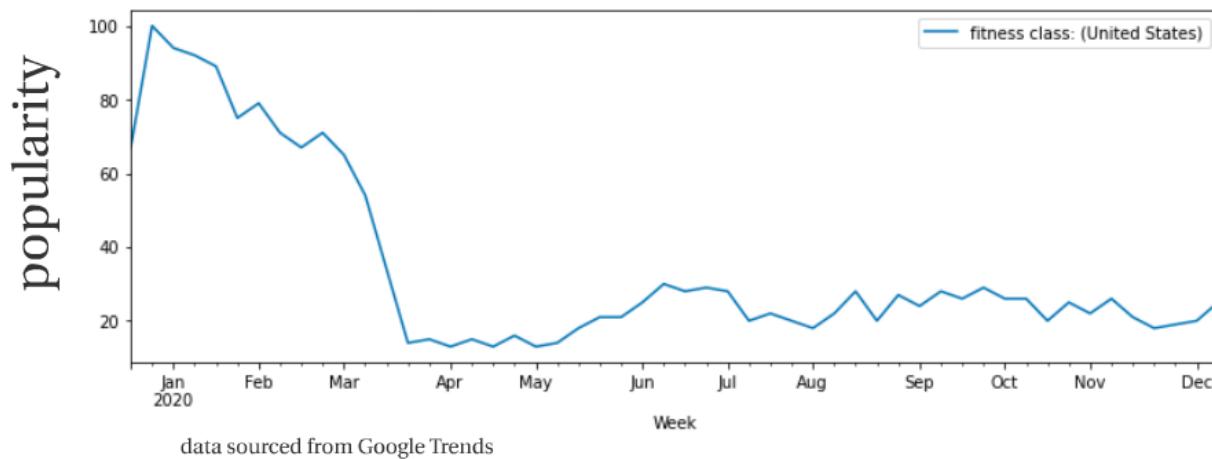
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Meanwhile...decreased popularity of work classes



## *Meanwhile...decrease in popularity of workout classes*

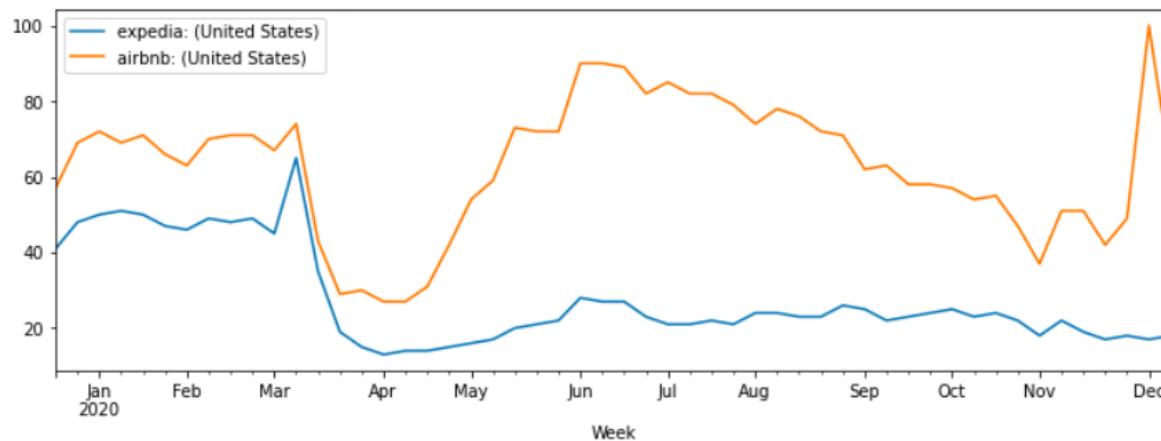




# *Covid-19 Effects on People's travel spending*

## Expedia vs. Airbnb popularity

data sourced from Google Trends

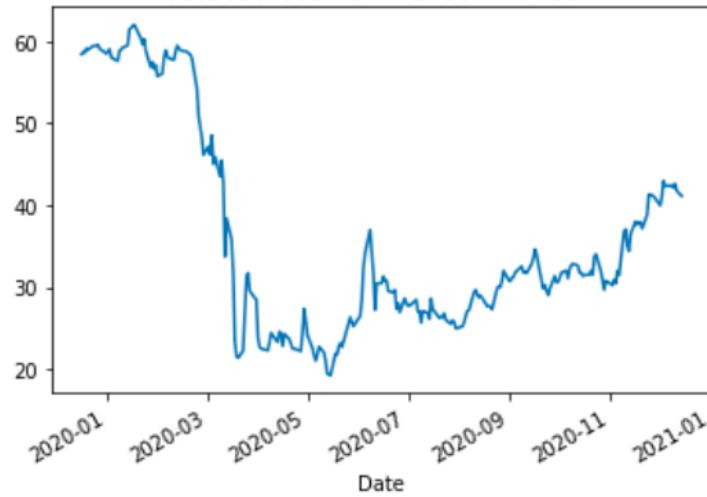


Airbnb becoming more popular as Expedia decreases in popularity, because Airbnb allows people to go somewhere without flying and they have their own space with strict cleaning regulations which makes them feel safe (as opposed to staying in a hotel)

*Airline and travel companies stock plunging due to lockdowns and consumers preferring to stay at home and not spend on travel*

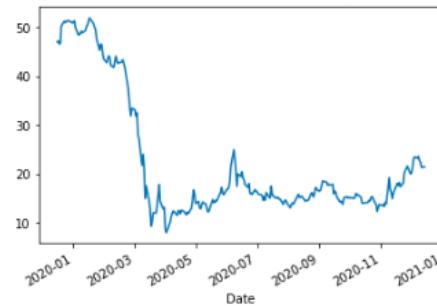
### Delta Airlines Stock

data sourced from Yahoo Finance



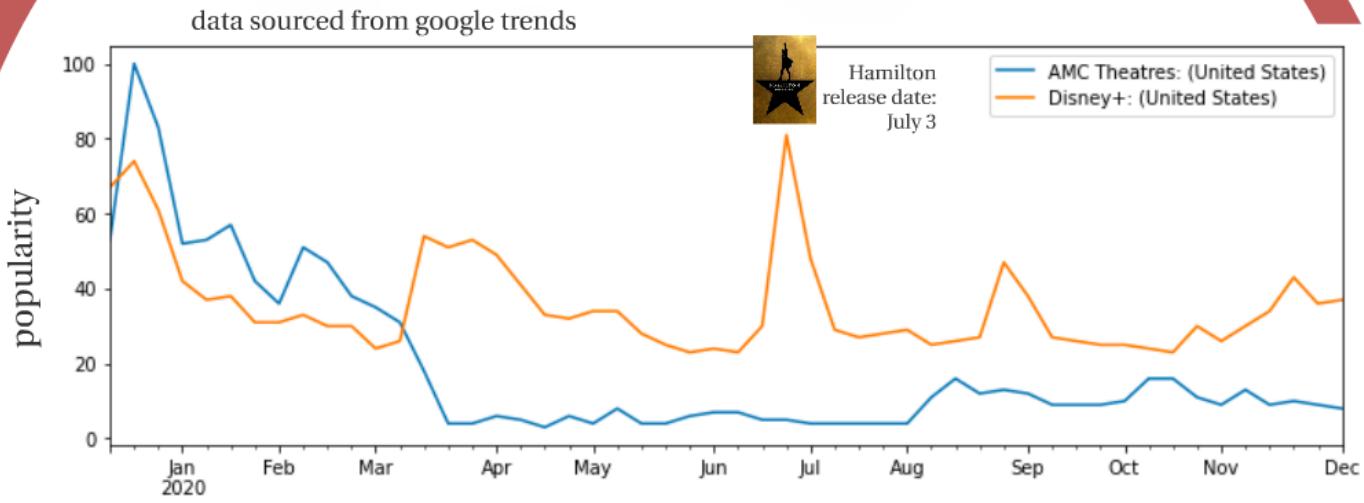
### Carnival Cruise Stock

data sourced from Yahoo Finance

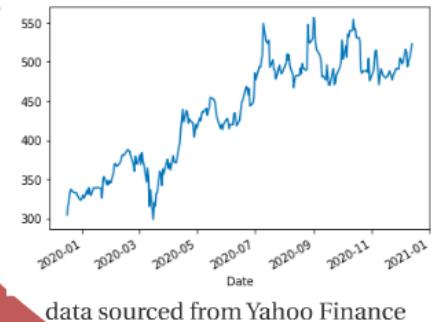


# Digital Services

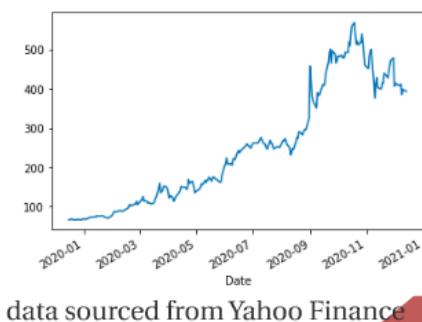
Increased popularity of digital streaming services over in person (AMC Theaters vs Disney +)

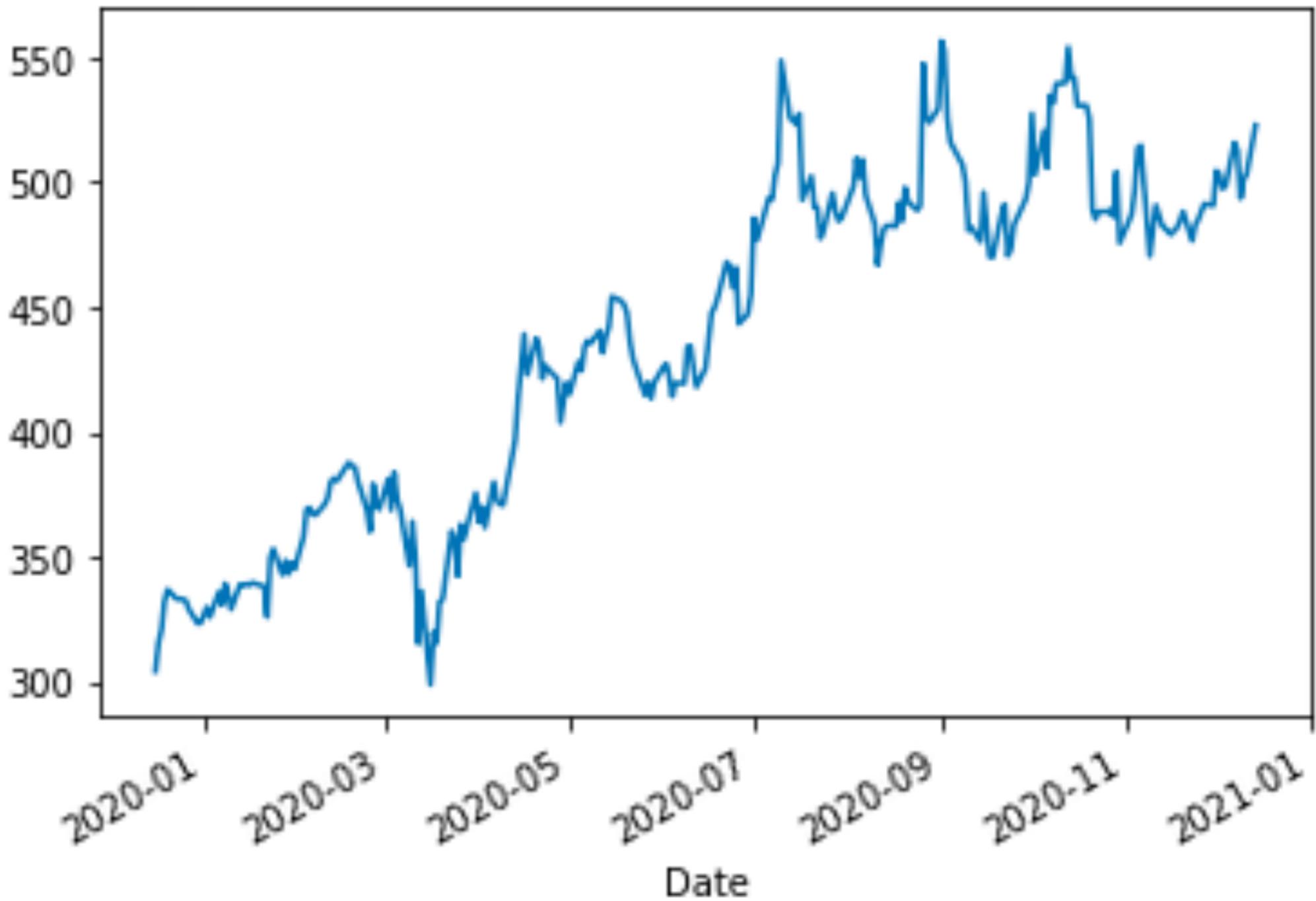


Increased stock price of Netflix (digital streaming service)

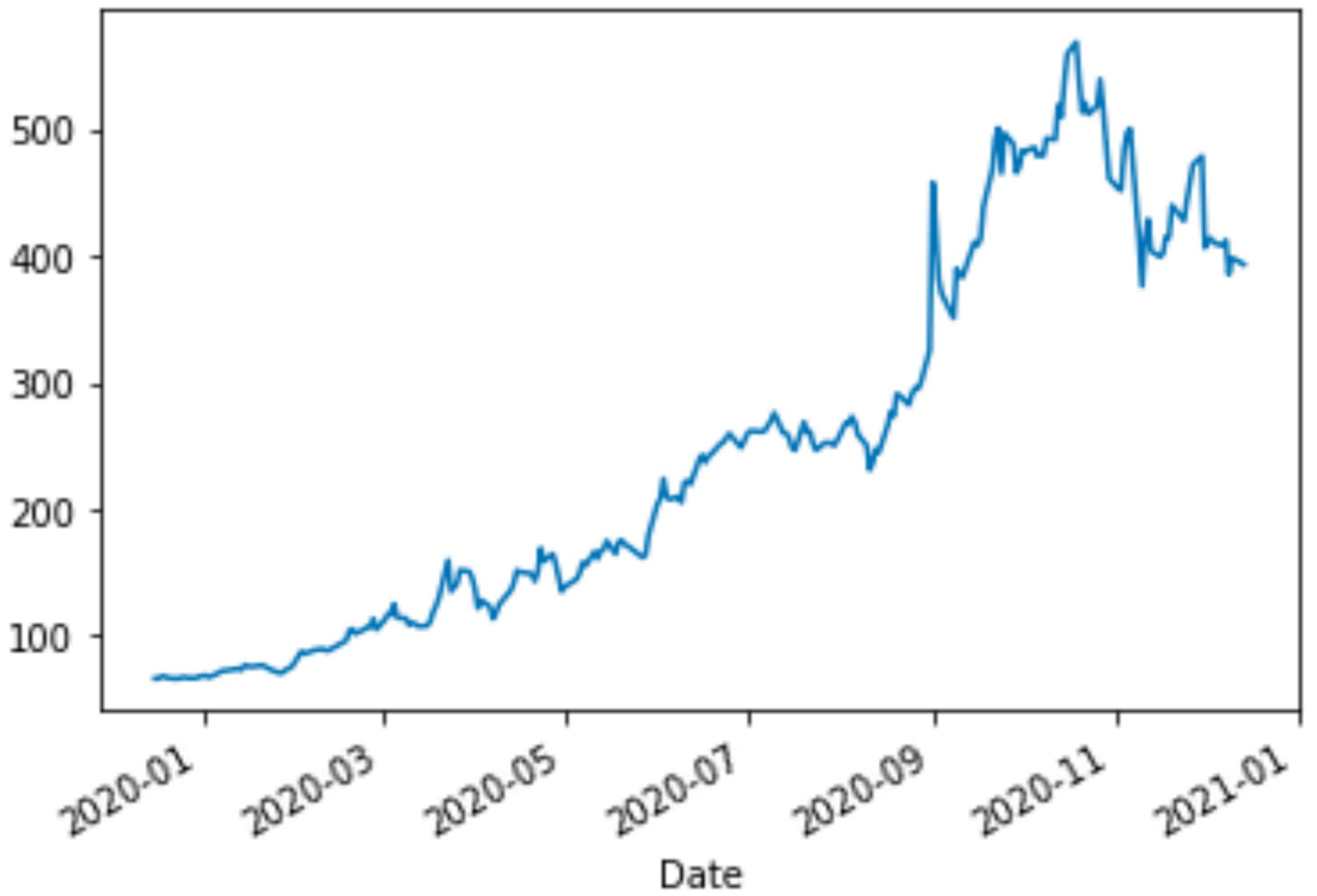


Increased stock price of Zoom (digital communication company)



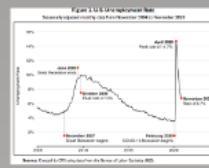
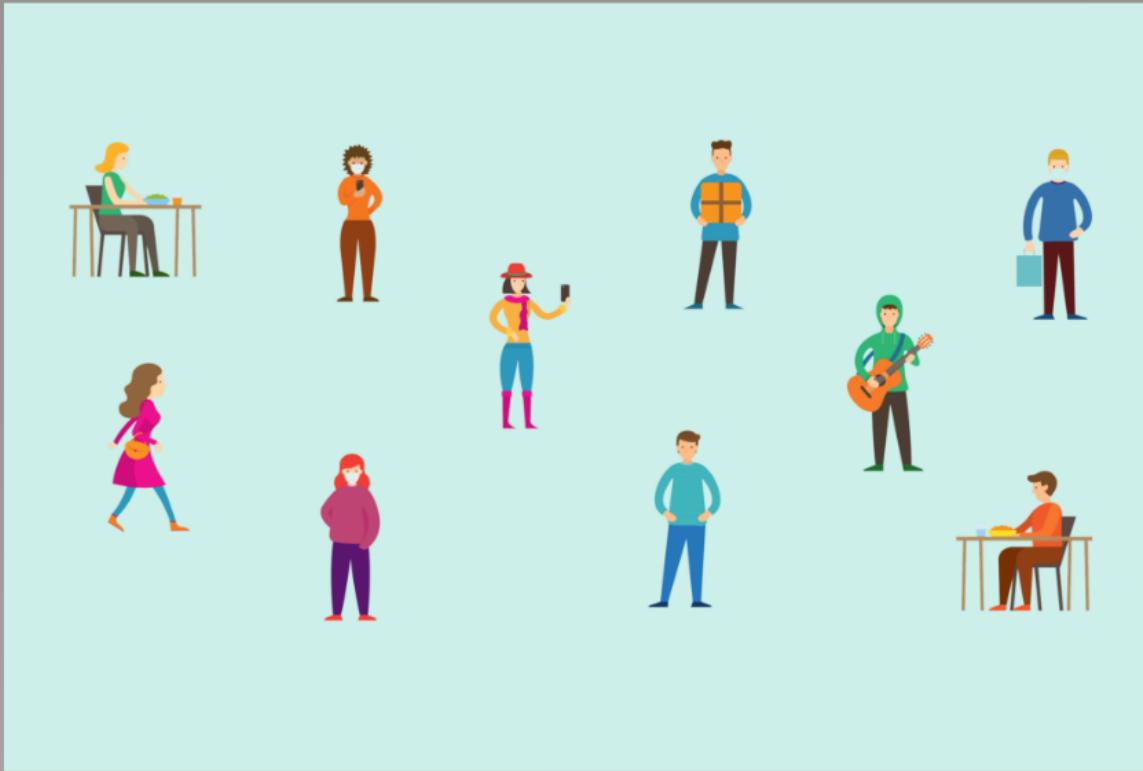


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Date

# Conclusion

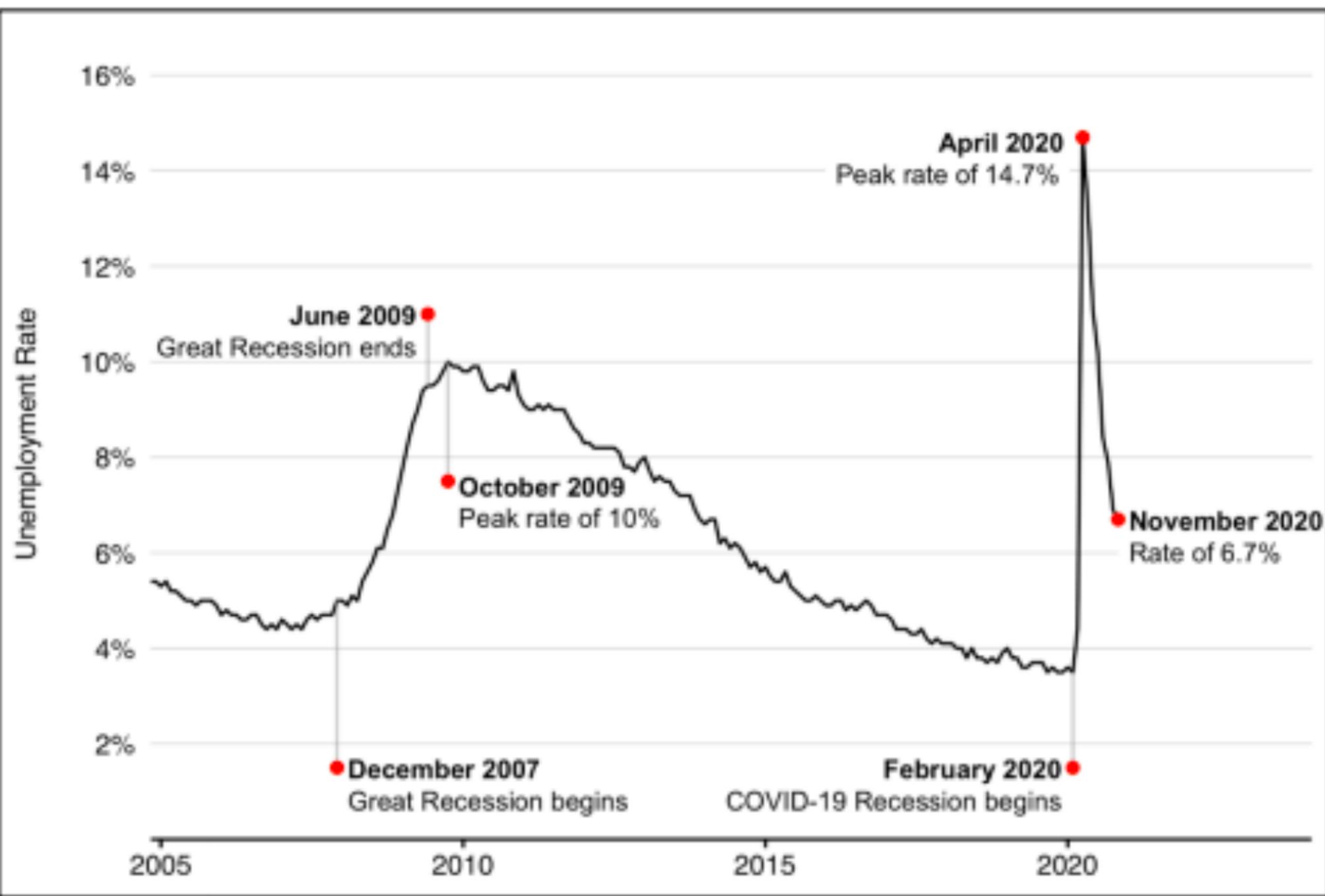


**CLOSED**

**COVID-19**

## Figure 2. U.S. Unemployment Rate

Seasonally adjusted monthly data from November 2004 to November 2020



Source: Created by CRS using data from the Bureau of Labor Statistics (BLS).





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