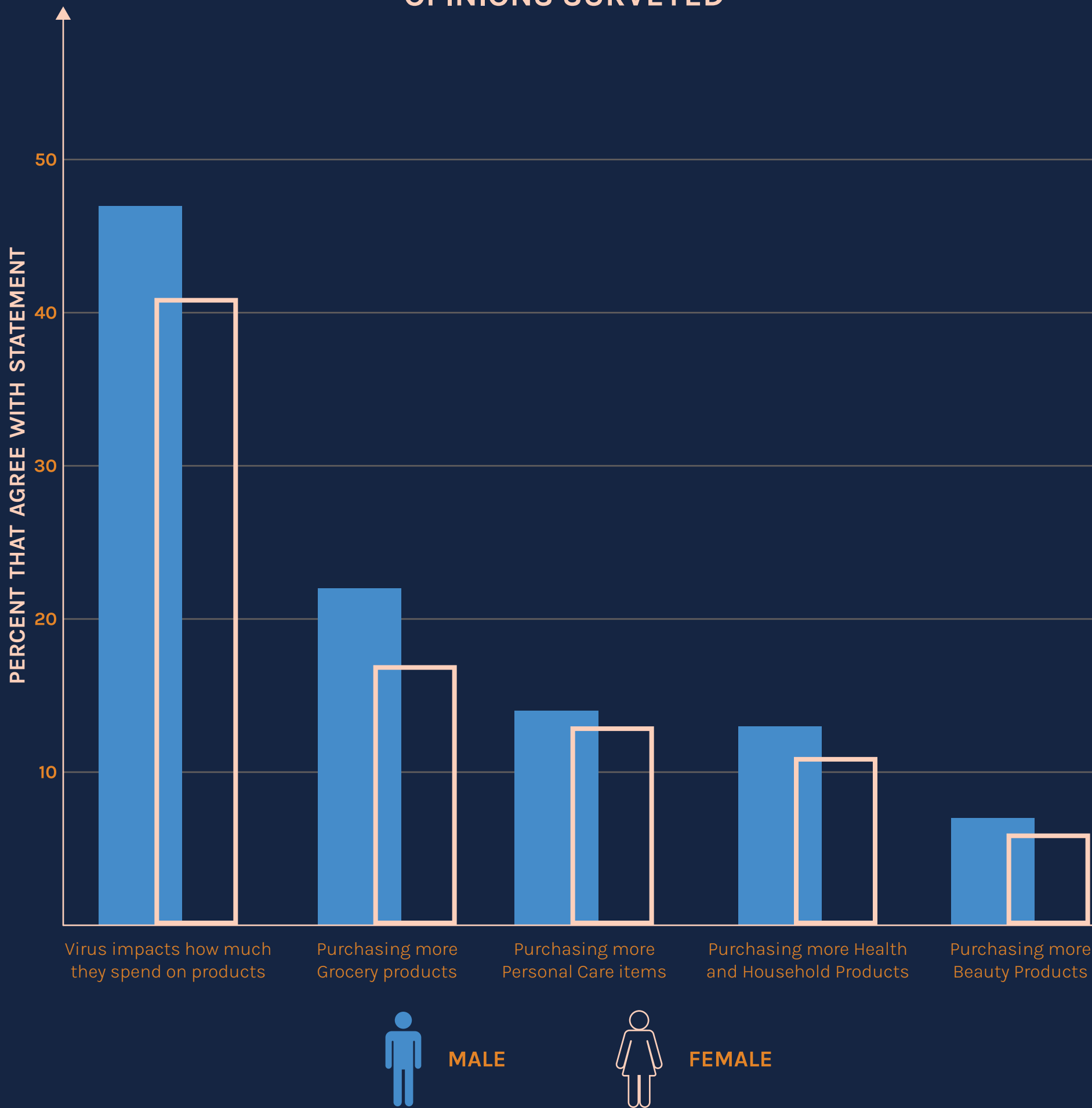


The study unearthed some interesting differences between how men and women are responding to the crisis, with more men overall showing a greater impact on where and how they shop and what they buy compared to women.

OPINIONS SURVEYED

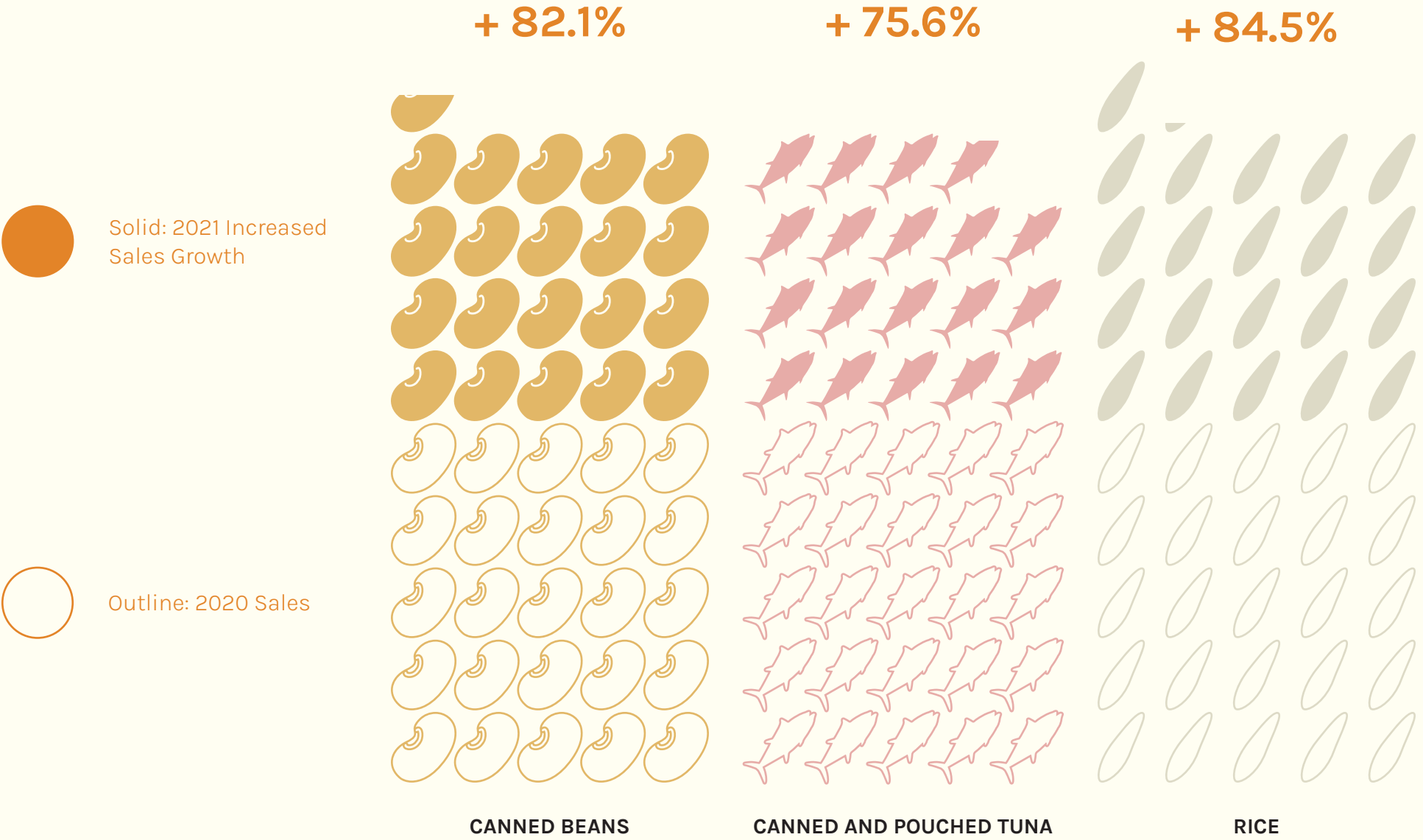


HOW HAVE SHOPPING HABITS CHANGED DUE TO THE CORONAVIRUS?

Retailers and brands need to consider how the virus is impacting men’s shopping decisions — which may be very different than that of women.

From canned tuna to beans and rice, consumers are returning to shelves they once strayed from. Companies and analysts say this trend could continue as shoppers face economic challenges due to the virus.

There is growth across these categories in the short term, but there is more caution for the future. Analysts said at the time that they did "not expect any material impact on U.S. food companies' sales on a full-year basis at this stage."

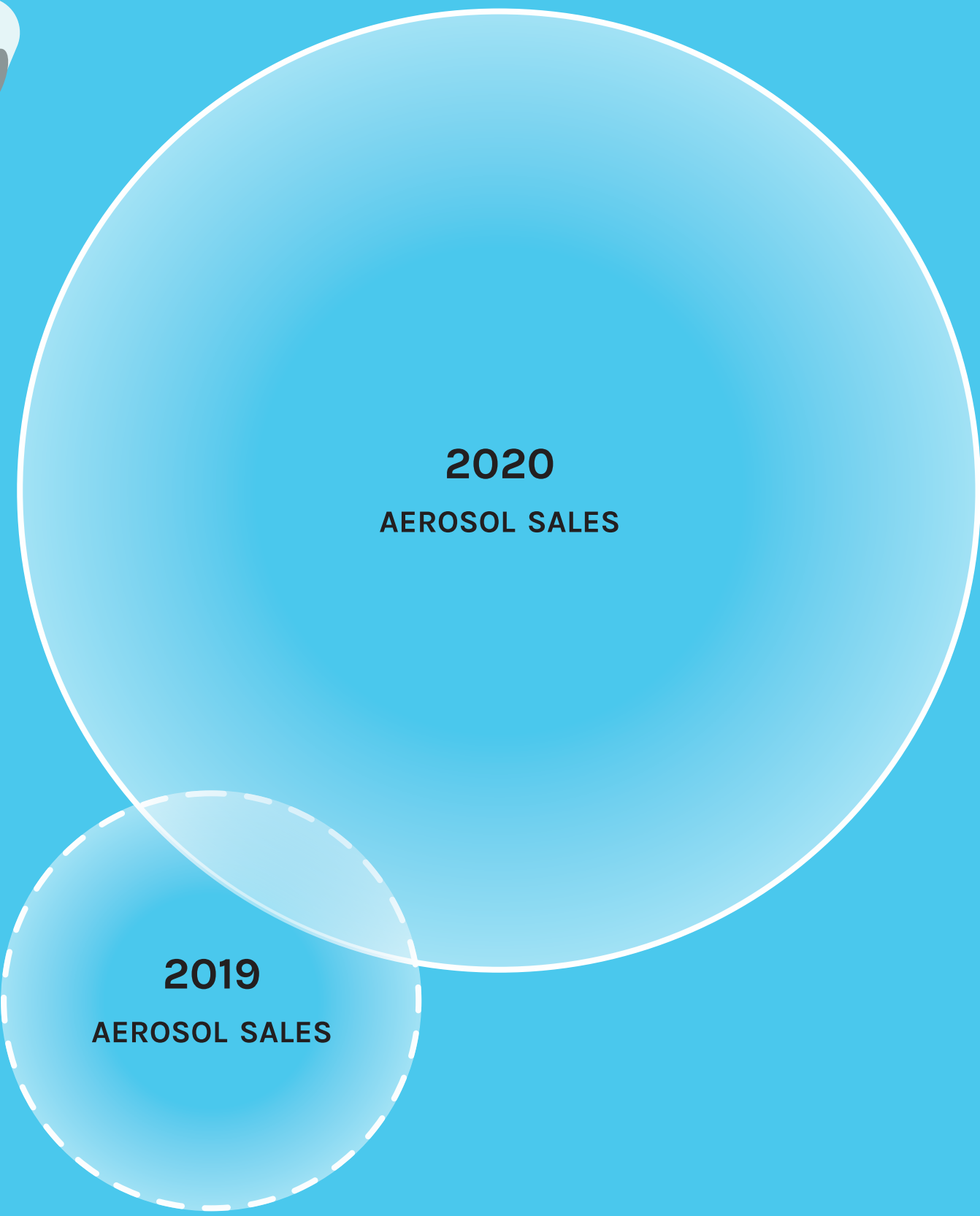


CORONAVIRUS IMPACT ON LONG-LASTING GOODS

As Americans hunkered down at home to protect themselves from the spread of novel coronavirus, aerosol disinfectant sales soared as they quickly became out of stock.

Difference in total U.S. sales between the week ending 3/14/2019 and the week ending 3/14/2020

+ 519%



SALES INCREASE FOR AIR DISINFECTANTS