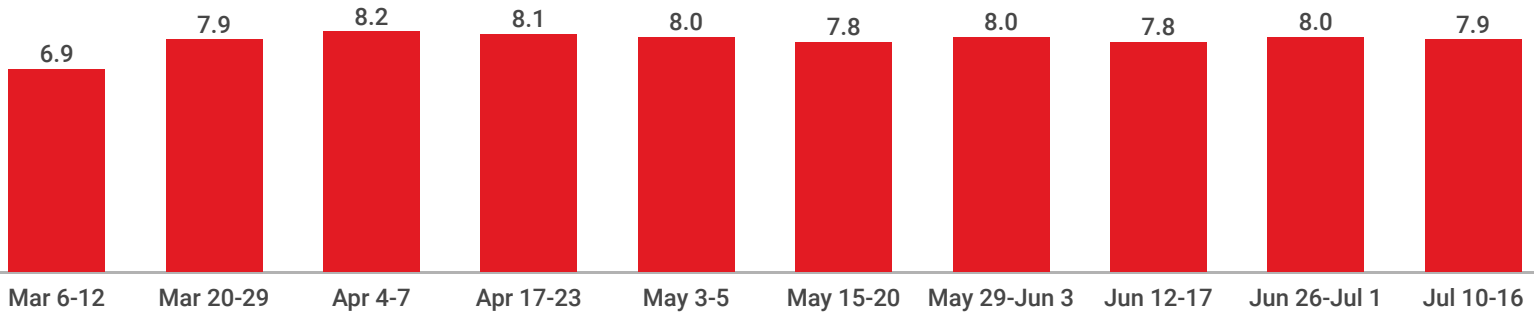


Four Months Into the Pandemic, the Level of Overall Concern Remains High Among Shoppers



COVID-19 Concern Level



Scale of 1-10, with 10=Extremely Concerned

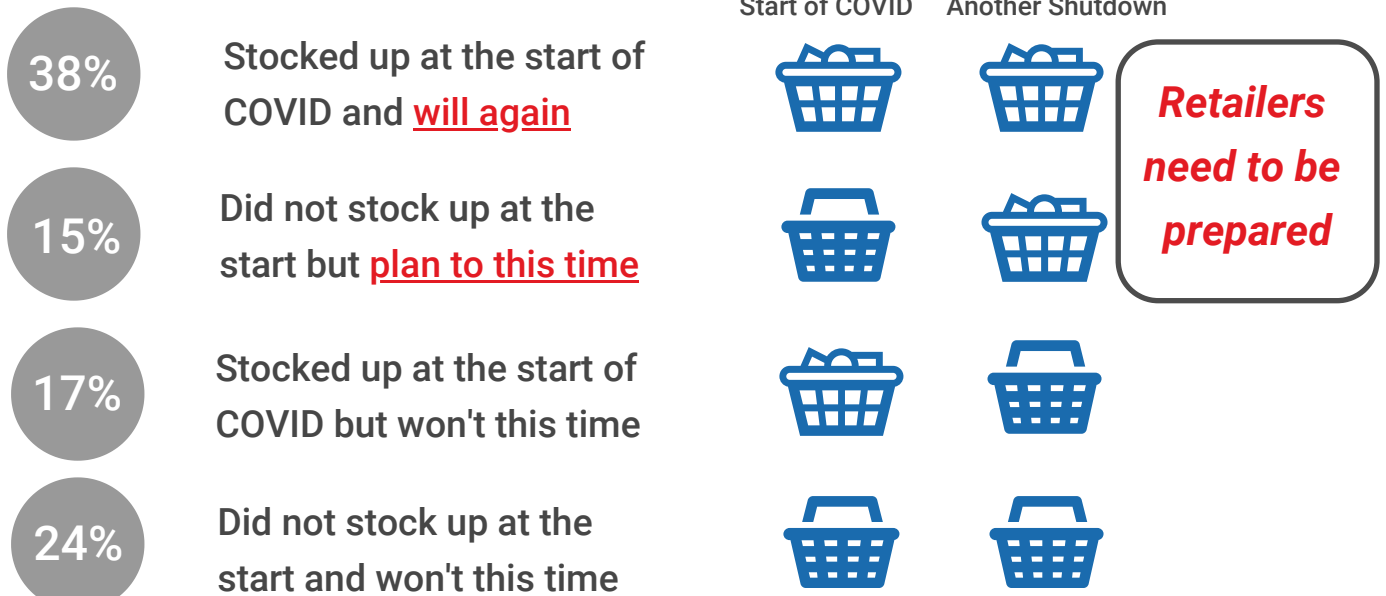
Two-Thirds Believe Another Shutdown Is Imminent

67%

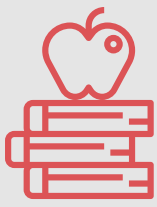
think another shutdown is extremely or somewhat likely



If Another Shutdown Occurs, More Than Half of Shoppers Intend to Stock Up



6% not sure what they would do



Back-to-School Shopping Will Look Very Different This Year



Top Three Items Shoppers Plan to Buy

66%



Hand Sanitizer

64%



School Supplies

60%



Masks/Gloves

33%

Plan to buy more online

23%

Will have more delivered

20%

Will shop fewer stores

What About the Holidays?



43%

Worried that holiday traditions will be impacted by COVID and celebrations will be disrupted

25%

Looking forward to the holidays and plan to celebrate as usual

27%

Can't even think about the holidays with everything else going on

Key Takeaways from Acosta's 10-Part COVID Series

New Normal = New Opportunities

1. The shopping experience has been interrupted and redefined with lasting impact.
2. The global recession is here and will be different than previous downturns.
3. E-commerce has accelerated 3-5 years, and omnichannel retailers will succeed.
4. Grocery retailers have benefited and gained share in the CPG marketplace.
5. Retail prices are up, and promotions are down; shoppers will pay close attention during the second half of the year.
6. Food at home has increased, and shoppers continue to stock up.
7. Center store categories and brands have been reinvigorated.
8. In-store food service has changed forever and will require creativity and innovation.
9. Shopper focus on health, wellness and safety is more important than ever.
10. Supply chain, product availability and SKU rationalization are key priorities for retailers.

SOURCE: Acosta Custom Shopper Surveys March 6-July 16 (Concern levels); July 10-16 (Remaining insights)

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