

IMPACT ON FUTURE PURCHASES

From COVID-19



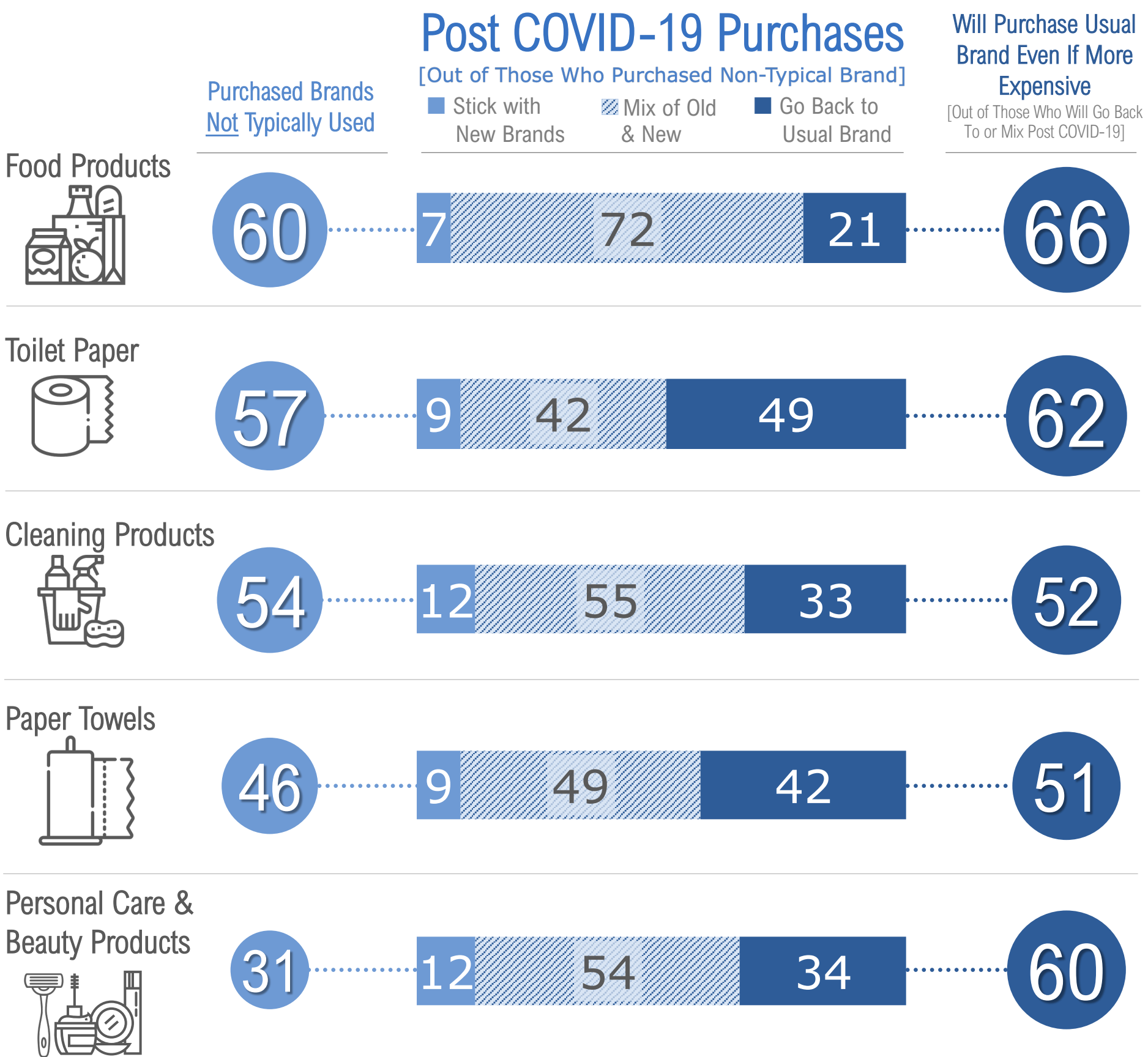
This week's insights were collected Friday, July 10 - Sunday, July 12 among a general population of n=300 U.S. consumers age 21+.

The COVID-19 Pandemic May Have a Lasting Impact

Many have ventured outside of their typical brands during the COVID-19 pandemic, with newly experienced food brands likely to see the most continued purchases post COVID-19.

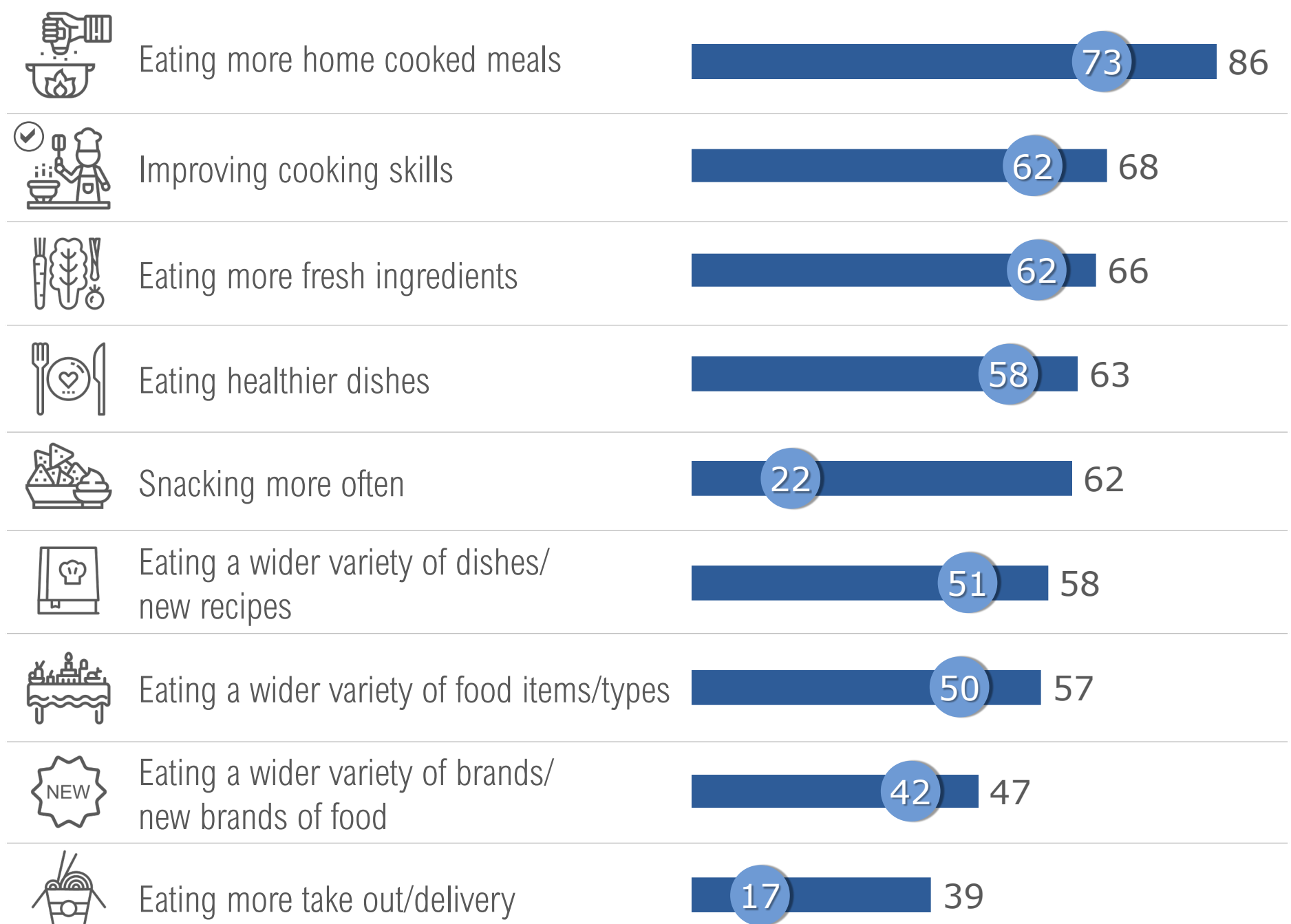
As noted in previous findings, consumers expect to continue the trend of eating homecooked meals; though their increased snacking is likely to subside.

CHANGES IN BRAND PURCHASES [%]



CHANGES IN BEHAVIOR FROM COVID-19

■ Agree They Are Doing This During COVID-19 ● Expect To Continue After COVID-19



Base: Total (N=300)

Q1: Would you agree or disagree that as a result of the COVID-19 pandemic you and members of your household are...

Q2: In the future, post the COVID-19 pandemic, will you and members of your household return to pre-pandemic habits or continue to:

Q4: And thinking about the products you have purchased during the COVID-19 pandemic, have you purchased brands you had not typically used before for:

Q5: In the future, post the COVID-19 pandemic, how do you see your future purchases of these products?

Q6: What if your usual brand is more expensive, would you still continue to purchase it?