

COVID IMPACT ON SHOPPING FOR QUALITY ACROSS PRODUCT & SERVICE CATEGORIES

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Insight Alert!

in partnership with maru/BLUE



Category buyers have disproportionately increased their spend in wellness products, energy drinks and baby products compared to before COVID.

The categories where consumers are now spending less than other others involve non-essentials (travel, entertainment, eating out, clothing) as well as categories that are the strongest hit by inflation (e.g., gas).

When we look across the 24 product categories in our study, they generally follow the same pattern for how buying habits have changed.

- Half of category buyers are now **buying the same amount at the same quality** as before COVID
- 1 in 5 are **buying less at the same quality**
- Only a small percentage (6%) are **buying less but at higher quality** (premiumization)

For the 10 service categories assessed (e.g. gas, entertainment, eating out, movies, travel, etc.), consumers are more likely to be cutting back on both frequency of purchases as well as spend each time.

HOW SPENDING HABITS HAVE CHANGED SINCE BEFORE COVID

(Among category buyers; showing categories which over-index vs. the total of 34 categories)

Now Spending MORE



BABY PRODUCTS

32%



PLANT-BASED ALTERNATIVES

24%



ENERGY DRINKS

24%



WELLNESS SERVICES

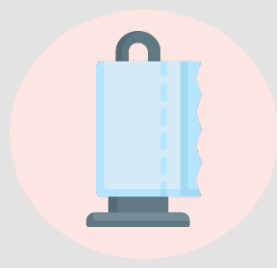
24%



WELLNESS APPS

21%

Now Spending the SAME



HOUSEHOLD PAPER PRODUCTS

64%



PET FOOD

63%



PERSONAL CARE PRODUCTS

62%



DAIRY PRODUCTS

61%



COFFEE

60%



FINANCIAL INVESTMENTS

56%

Now Spending LESS



TRAVEL

58%



ENTERTAINMENT

56%



EATING OUT/TAKE OUT

53%



GAS FILL-UPS

52%



COSMETICS

45%



GENERAL CLOTHING

44%

THE TRADE-OFF IN QUALITY AND SPEND FOR PRODUCTS VS. SERVICES



AVERAGE OF 24 PRODUCT CATEGORIES*

Less but at higher quality

Less and at the same quality

Less and at lower quality

More at higher quality

More at the same quality

More but at lower quality

The same amount at the same quality as before COVID

6%

19%

8%

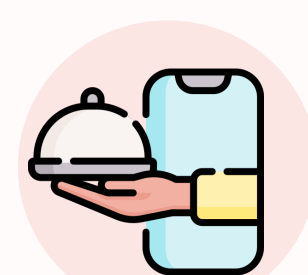
5%

8%

3%

51%

*Category average of 24 products (some of which are shown in the spending habits changes above and others which will be shown in more granularity in a subsequent infographic to be released).



AVERAGE OF 10 SERVICE CATEGORIES**

Less often but spending more each time

Less often and spending about the same each time

Less often and spending less each time

More often and spending more each time

More often and spending about the same each time

More often and spending less each time

The same frequency and spend as before COVID

11%

16%

18%

7%

7%

2%

39%

**Category average of 10 services (some of which are shown in the spending habits changes above and others which will be shown in more granularity in a subsequent infographic to be released).