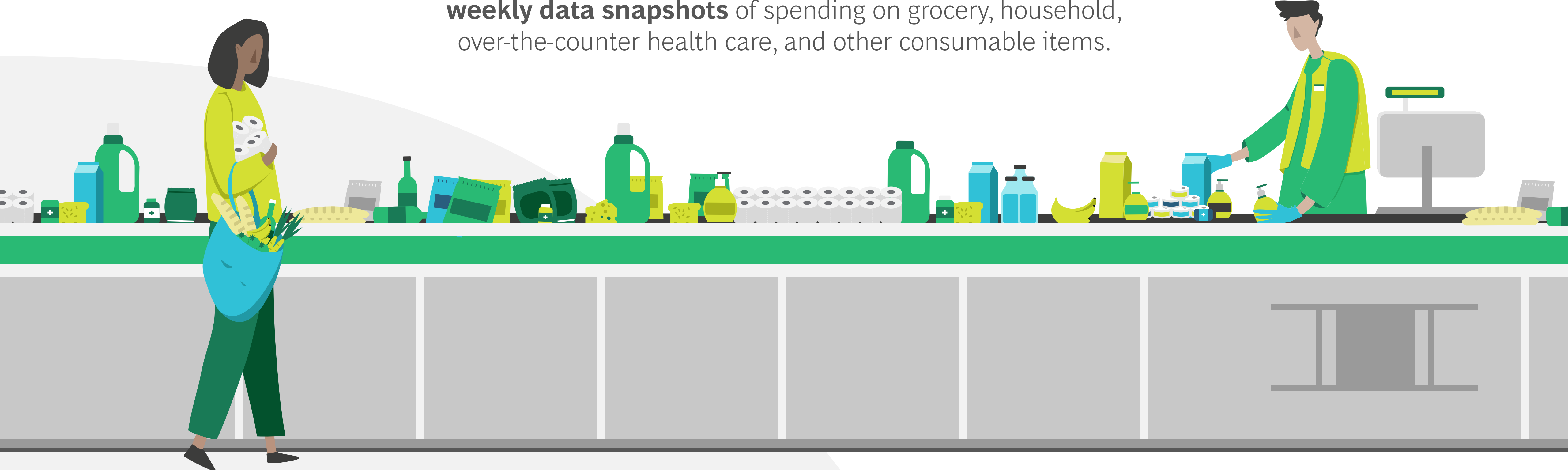


Tracking Spending on Food and Household Goods Amid COVID-19

Boston Consulting Group and IRI are offering **weekly data snapshots** of spending on grocery, household, over-the-counter health care, and other consumable items.

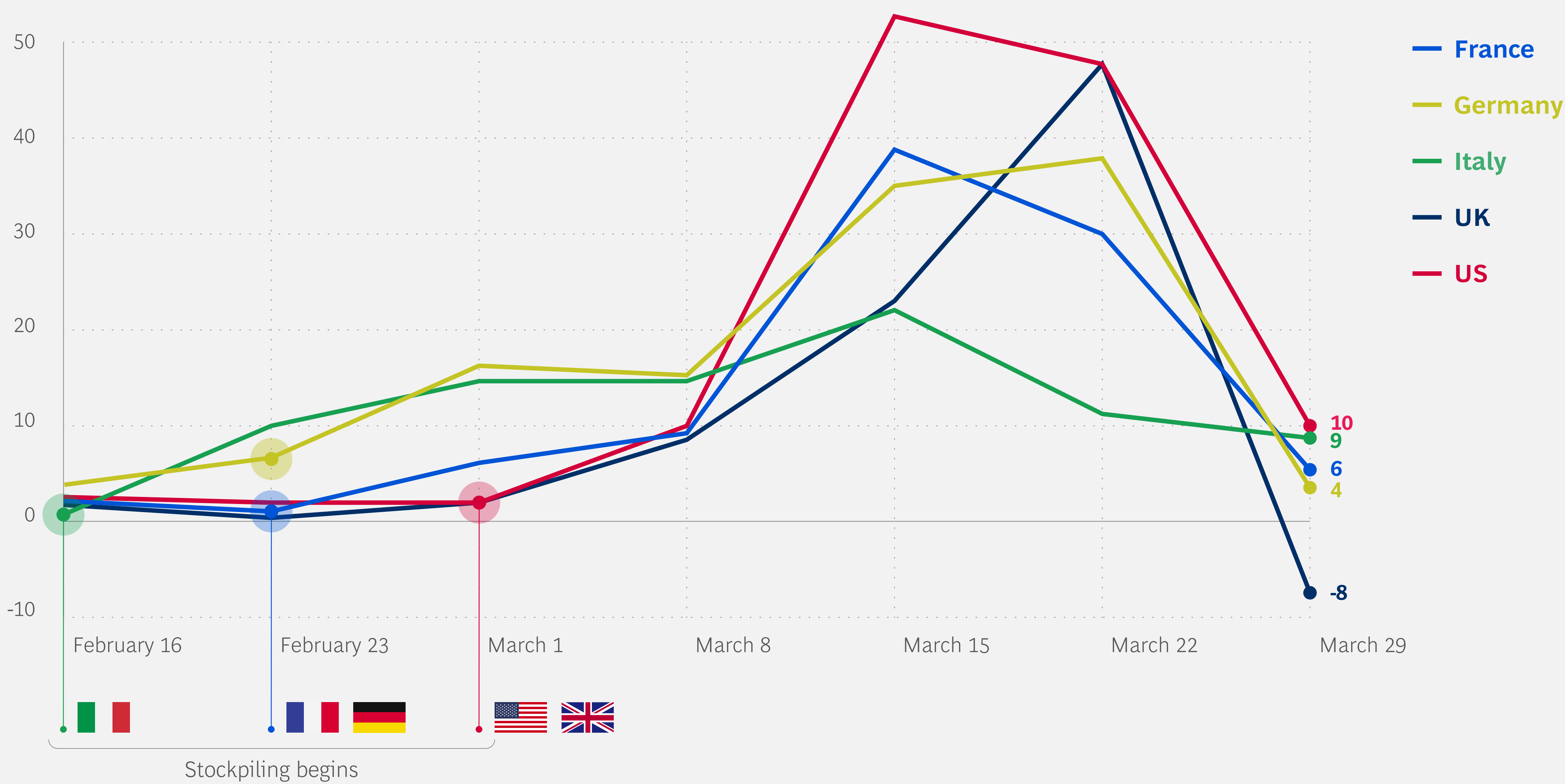


Spending Is Coming Down and in the UK Has Actually Declined Year-Over-Year

Consumers are shut in and appear to be working through their stockpiles of goods

We focus on **Italy, France, Germany, the UK, and the US**, countries at different stages of disease progression.

YEAR-OVER-YEAR CHANGE IN WEEKLY SPENDING (%)



Spending on Paper Goods and Packaged and Frozen Foods Remains High

In some categories, however, spending has declined compared to last year

YEAR-OVER-YEAR CHANGE IN SPENDING FOR WEEK ENDING MARCH 29 (%)

	HOUSEHOLD GOODS				FOOD				
	Paper products	Home care	OTC health care	General merchandise	Packaged foods	Frozen food	Beverages	Baby food and care	Alcohol
France	27	13	-18	NA	18	27	-5	-15	-12
Germany	29	5	-3	12	15	15	-7	-36	-7
Italy	20	15	17	-42	19	30	2	6	13
UK	31	8	13	-51	-1	4	-6	-20	1
US	41	22	5	2	21	31	-2	-20	21



SOURCE: IRI point of sale data ending week of March 29.
NOTE: Data collected from grocers, pharmacies, convenience, and big box retailers, excluding Costco. Open-air markets in Italy are also excluded.