



COVID-19 THE CHANGING U.S. CONSUMER & RETAIL LANDSCAPE

Presented by Karen Brux
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AMERICANS ARE STRESSED!

34%

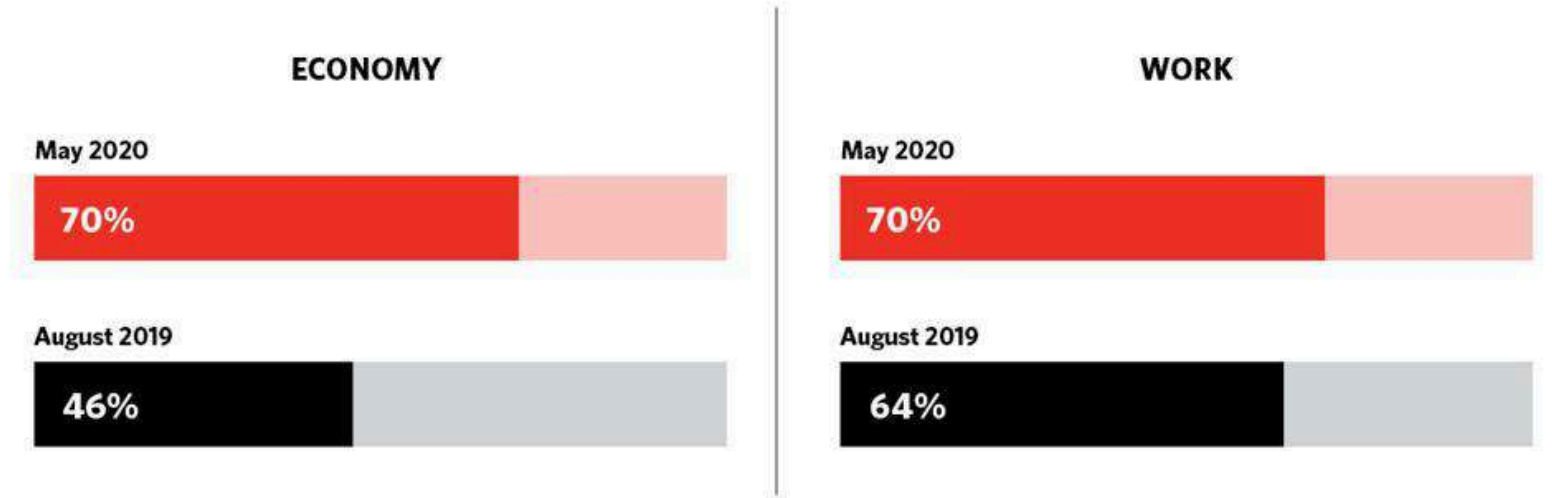
of American adults reporting symptoms of either anxiety or depression.

30%

of shoppers say they are financially worse off than they were last year. Additionally, 65% of consumers expect the economic crisis to last at least 12 more months.

STRESS IN THE TIME OF COVID-19

Significant increase in stress related to Economy and Work during pandemic



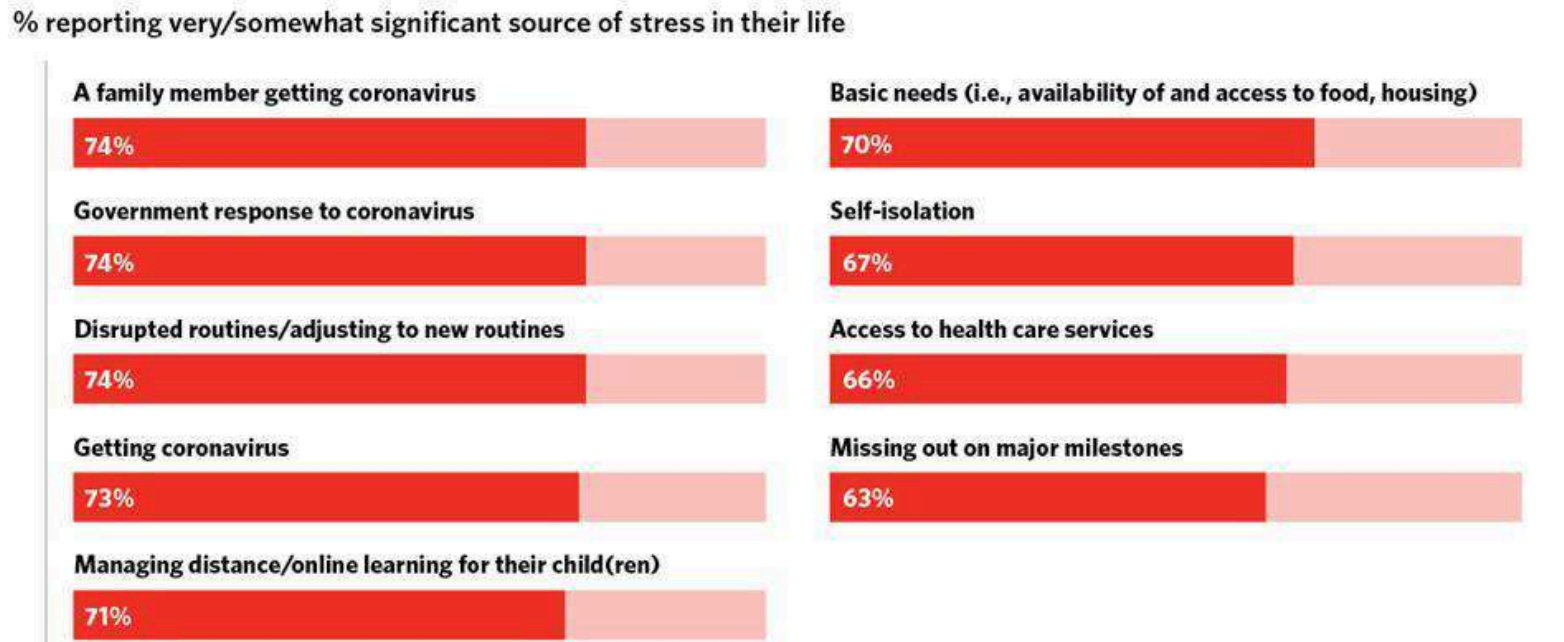
Note: "Work" is among those who are employed

STRESS IN AMERICA™

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STRESS IN THE TIME OF COVID-19

Parental sources of stress as a result of the coronavirus pandemic

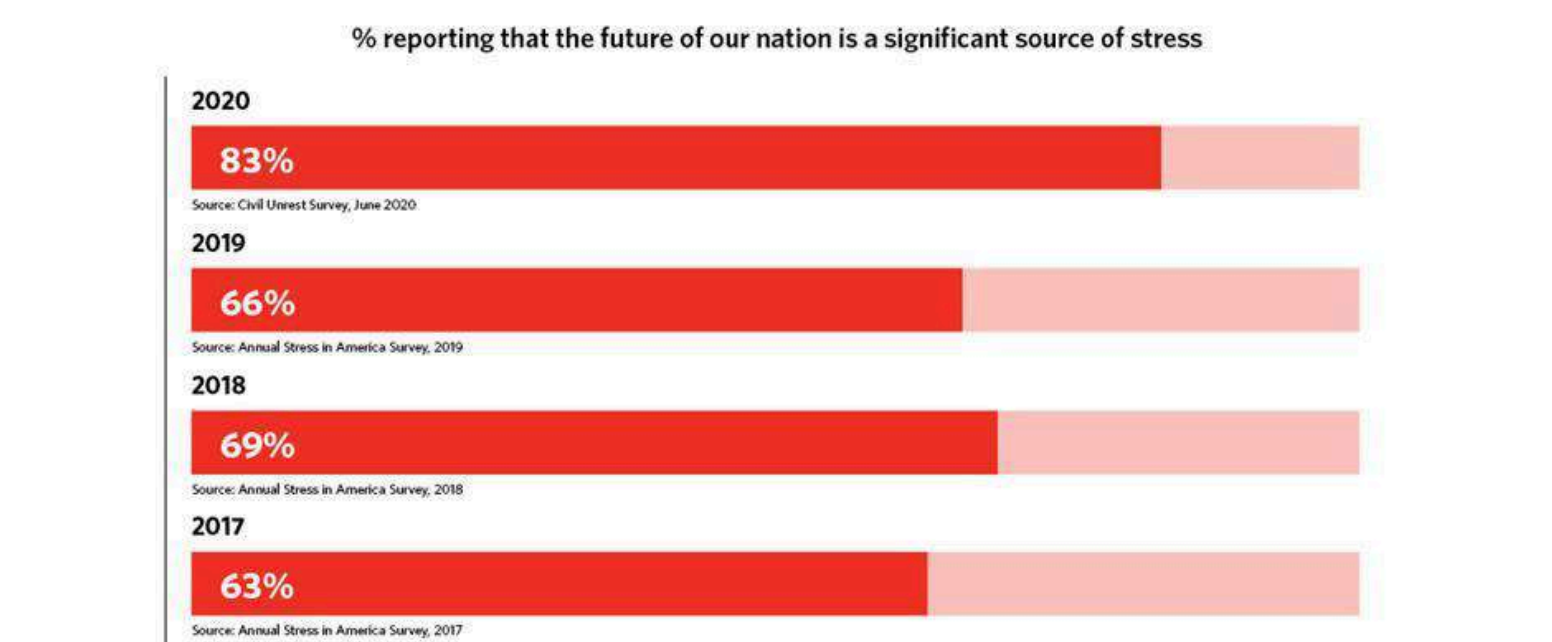


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STRESS IN THE TIME OF COVID-19

The future of our nation is a significant source of stress



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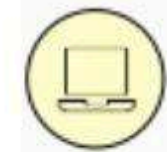
COVID-19'S IMPACT ON CONSUMER BEHAVIOR

COVID-19 has affected consumer behavior in five key ways, many of which will have a lasting impact



Shift to value and essentials

- With the expectation that recovery will take 6+ months, only **essential categories** are at or above pre-COVID levels
- Most **discretionary categories** are still at -30 to -60% net intent vs. pre-COVID and the recovery initiated in early April has slowed down since mid-June



Flight to digital and omnichannel

- Post COVID-19, more consumers intend to continue to **shop online** (15-40% growth in online shoppers in most categories)
- Many **contactless services** (e.g., delivery, pickup) have seen an increase during the crisis but it is likely that only some of them stick in the long-term



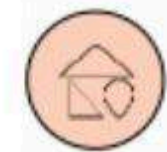
Shock to loyalty

- Over 75% of Americans have tried either **new brands, places to shop** or **shopping methods** during the crisis, primarily driven by **convenience and value**
- Most of the consumers who tried new ways of shopping **intend to continue** using a combination of what they did before COVID-19 and what they tried during the crisis



Health and “caring” economy

- Consumers are looking for use of **masks** and **physical barriers** when deciding where to shop in-store and the importance of this visible safety sign is increasing
- **Company actions are increasing in importance** (e.g., care that companies provide to employees) as a buying factor since the crisis started



Homebody economy

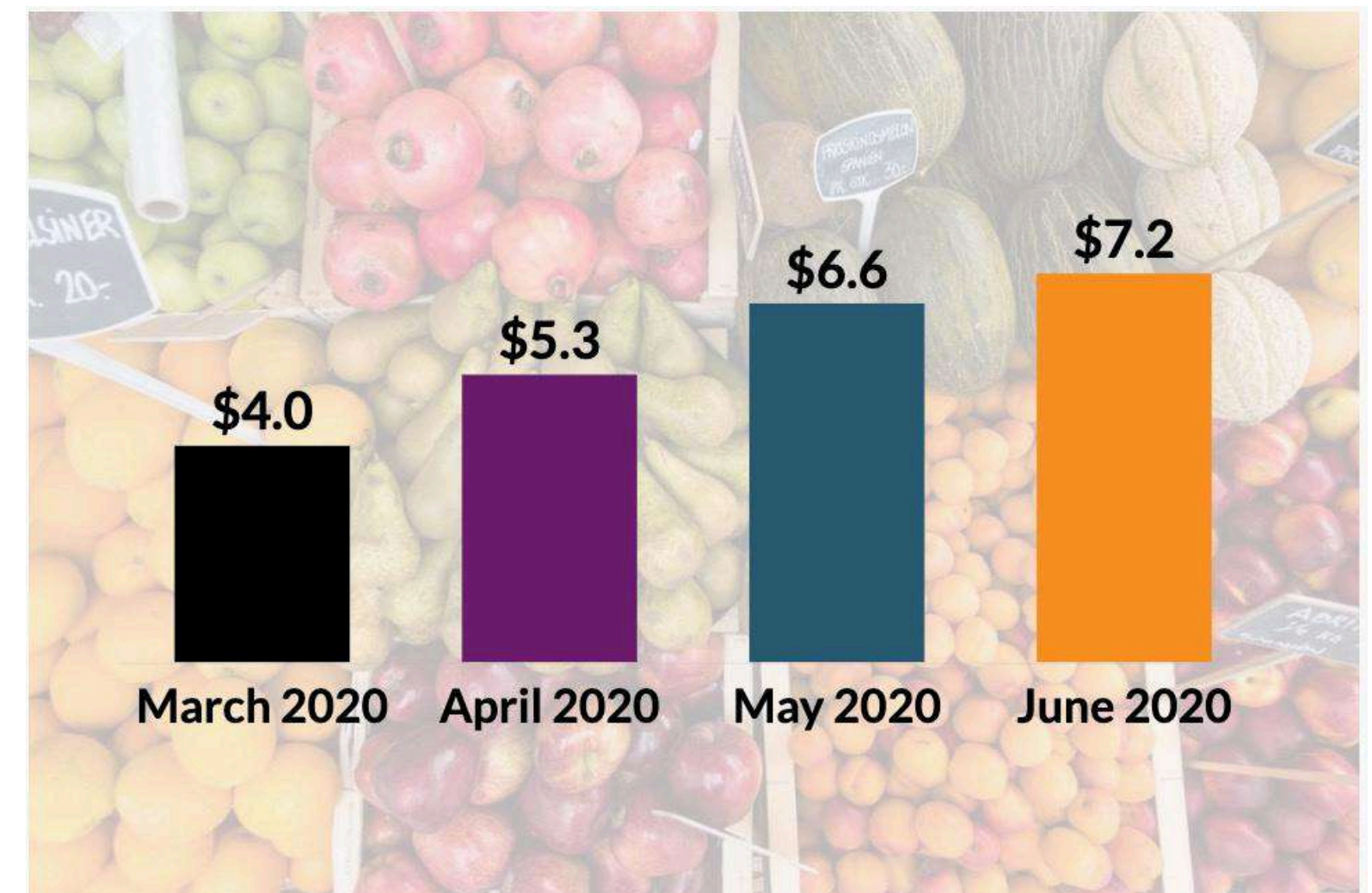
- Over 70% of Americans are **not engaging in “normal”** out-of-home activities and most of them are waiting to see indicators beyond lifting restrictions before engaging again
- Americans have adopted **at-home solutions** across categories with an intent to continue post-crisis (e.g., wellness, entertainment)

FLIGHT TO DIGITAL

- According to Forbes, total online spending in May hit \$82.5 billion, up 77% year-over-year.
- U.S. online sales of groceries for delivery and pickup reached \$7.2 billion in June, a 9% increase over May.
- 45.6 million U.S. households used online ordering to buy at least some of their groceries last month, up from 43.0 million in May.
- Order frequency grew to 1.9 orders per month compared with 1.7 in May.
- Household penetration rose to 35%, up from 33% in May.

U.S. online grocery sales set
another 30-day record

Online grocery sales for pickup or delivery (\$billions)



- Contactless services have seen a rise, and many consumers intend to continue buying online and using self-checkout.
- Consumers Are Shifting Faster to Contactless Payments During COVID-19 for mobile wallets such as Apple Pay, Google Pay, Samsung Pay, PayPal, Venmo, and more.

HOMEBODY ECONOMY

Homebody economy

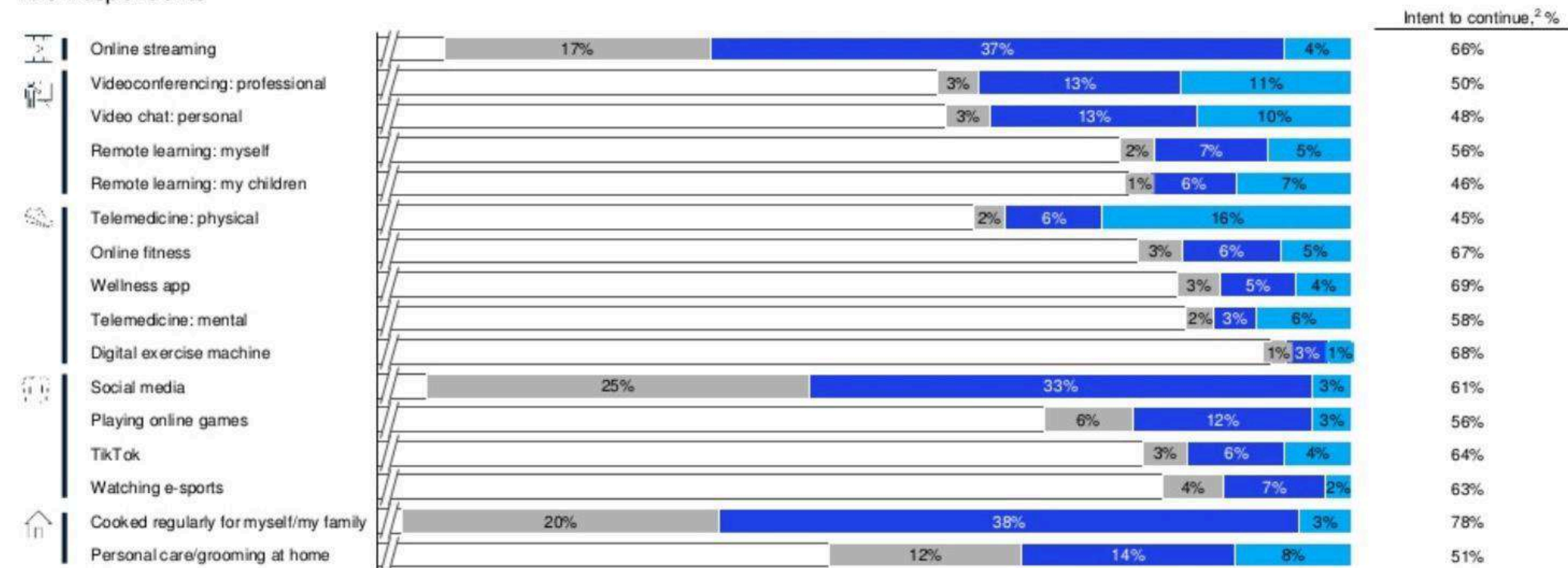


Americans have acquired at-home alternatives to out-of-home activities, such as video chat and telemedicine

Have you used or done any of the following since COVID-19 started¹

% of respondents

Not using Using more
Using less / the same Just started using



¹ Q: Have you used or done any of the following since the COVID-19 situation started? If yes, Q: Which best describes when you have done or used each of these items? Possible answers: "just started using since COVID-19 started"; "using more since COVID-19 started"; "using about the same since COVID-19 started"; "using less since COVID-19 started."

² Q: Compared to now, will you do or use the following more, less, or not at all, once the coronavirus (COVID-19) situation has subsided? Possible answers: "will stop this"; "will reduce this"; "will keep doing what I am doing now"; "will increase this." Number indicates respondents who chose "will keep doing what I am doing now" and "will increase this" among new or increased users.

Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 7/30–8/2/2020, n = 2,024, sampled and weighted to match the US general population 18+ years

McKinsey & Company 32

A CLOSER LOOK AT COVID-19'S IMPACT ON EATING/COOKING



Over one-third (36%) of consumers feel they are now eating healthier. 60% are cooking at home more, 27% are planning more meals in advance, and 20% are trying more new dishes. **503 million more in-home meals will be eaten per week during lockdown – a rise of 38%! (5/29/20)**



Where are consumers looking for product Information?

According to a survey of 1,000 customers courtesy of Adobe Spark, 29% of customers have been seeking updates from their favorite companies' websites, and 21% have been looking for info via email newsletters. Both were ahead of social media, at 19%. Following that were the news (17%), direct mail (7%) and mobile updates (7%).



The Food Industry Association (FMI) identified that, during this pandemic, 81% of shoppers report that transparency is important or extremely important to them when grocery shopping online and instore. 39% of consumers say that environmental sustainability impacts their decisions more than before, and 40% say that environmentally conscious farming practices are important.

COVID-19 DRIVES RETAIL INNOVATION



Grocery Outlet is making a move from print to digital promotions through their “Welcome” series email campaign with regular Wow alerts that communicate the best deals currently available.



Rouses is looking to drones to help solve delivery challenges many grocers are facing as e-commerce orders increase.



In order to make healthier food choices easier, Ahold Delhaize’s Stop & Shop banner has launched Nutrition Partners, a new dietitian program available digitally at no cost to customers. The program connects Stop & Shop shoppers with licensed registered dietitians for nutrition consultations and help with preparing nutritious meals at home. Stop & Shop’s team of dietitians will also offer free online webinars and educational resources such as newsletters, plus quick and easy recipes to make at home.

COVID-19 DRIVES RETAIL INNOVATION



Amazon is launching shopping carts that track items as shoppers add them, then automatically charges them when they remove the grocery bags, allowing them to skip the checkout line. The Dash Carts will roll out at Amazon's new Los Angeles-area grocery store, which is slated to open this year, the company announced Tuesday.



Target is rolling out fresh grocery pickup nationwide, with plans to have it available at 1,500 stores by the holiday season. The service will be free of charge.



Instacart added new features like "order ahead" to help shoppers plan, and Walmart has hired thousands to speed up pickup and delivery times.



The Walmart Drive-in will transform Walmart parking lots into outdoor cinemas from August 14 - October 21 with 320 showings of hit movies. During the tour, filmmakers and special guests will help Walmart celebrate bringing back the big screen to communities across the country.



PRODUCE MARKETING PIVOTS ONLINE

What Initiative has the CFFA taken?

TRADE

- With most in-store promotions still on hold, partnering with retailers on digital campaigns, whether digital coupons, ads or Facebook live sessions; messaging focused on Vitamin C/immunity
- Reaching shoppers through geotargeted online ad buys; have partnered with Walmart, Southeastern Grocers and Tops on online programs for lemons

CONSUMERS

- Implementing NEW online recipe and shopping programs
- Shifted messaging across social media platforms; easy family recipes, summer road trip ideas, vitamin C/immunity messages, etc.
- Monthly communication of “Covid-friendly” messages with more than 22,000 consumers via Fruits from Chile newsletter



RD ANNESSA CHUMBLEY SHOWS OFF “IMMUNE-BOOSTING” LEMONS!

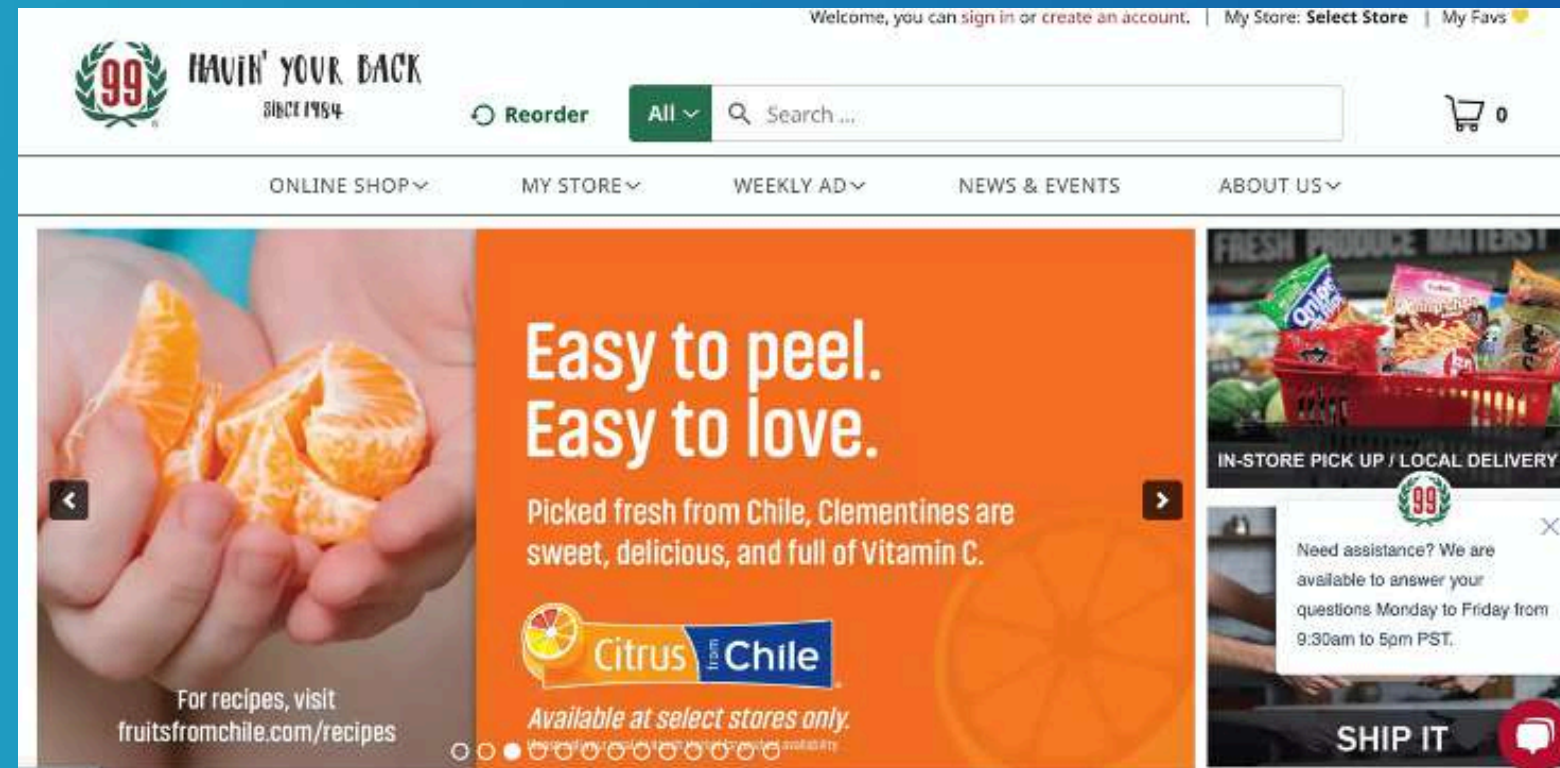
Buying geo-targeted ads
on YouTube for select
retail programs



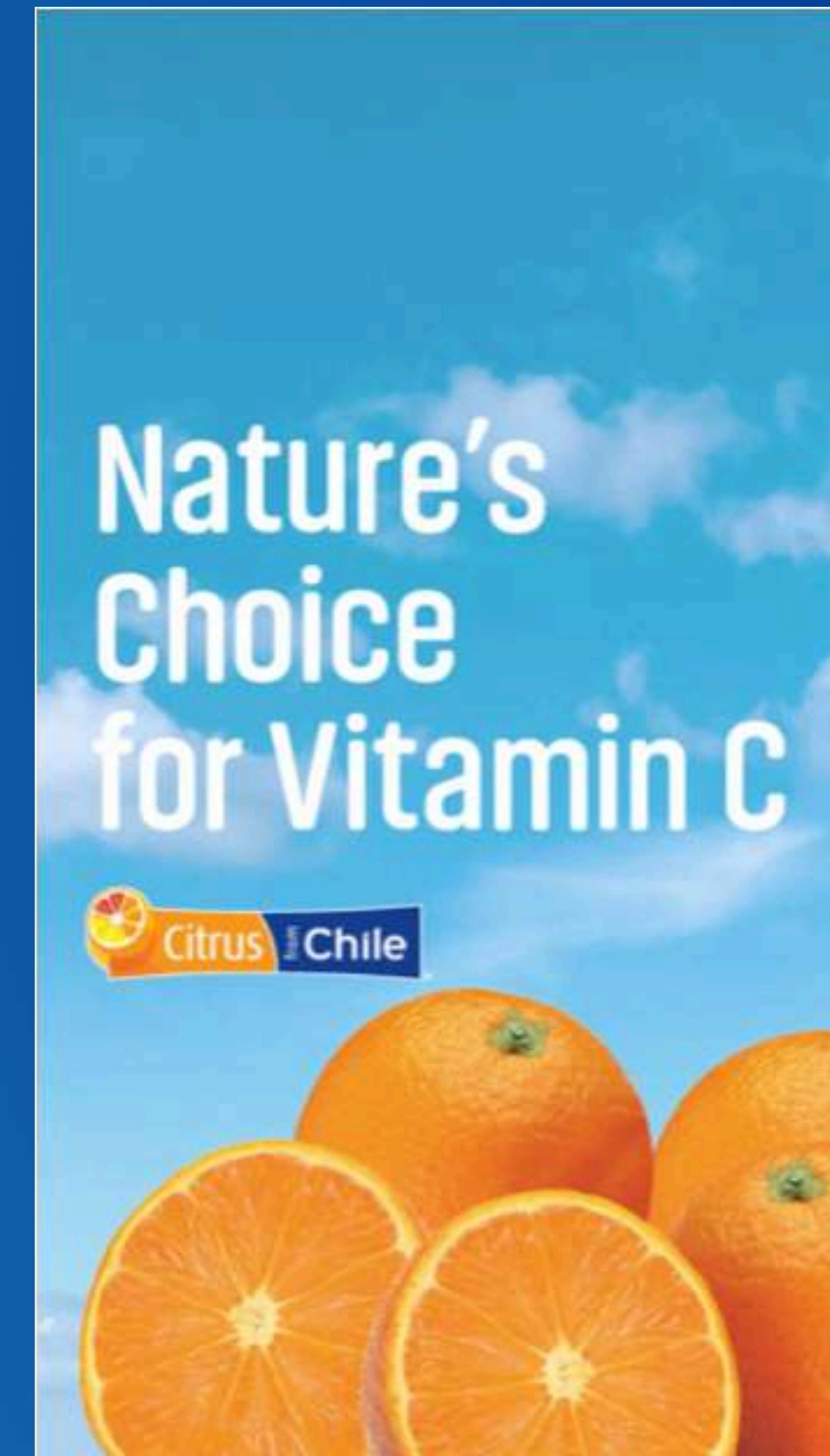
CUSTOMIZED ONLINE RETAIL PROMOTIONS



Ecoupon at Meijer



Web Banner designed for 99 Ranch with nutrition information; article on WeChat



Kroger's web banner ads with ecoupon



Customized POS for RD's at Weis Supermarket for FB Live and cooking classes




Smart and Final Web banner

SHARING NUTRITION AND COOKING TIPS ONLINE



The Chilean Fresh Fruit Association would first like to thank all the people in the produce industry...the people who grow, pack, ship and sell fresh fruits and vegetables, and who are working round the clock to ensure we all have healthy, safe food for our families. Produce is not only safe, but essential to a healthy lifestyle—which is vital to everyday life now more than ever.

 **A lot of things have changed recently, but the rules for washing your produce are still the same.**

There's been so much misinformation going around about the way to wash your produce. When it comes right down to it, all you have to do is run it under cold running water. Easy! Here's an article that separates myth from fact.

[Read More](#)



DO I HAVE TO COOK AGAIN??

Your fridge is full. Your kitchen cabinets barely close. Now, WHAT ARE YOU GOING TO DO WITH ALL THIS FOOD?? Help is on the way...well, at least when it comes to grapes.

We'd like to give you some easy, and hopefully fun ways of adding grapes into meals and snacks. Some are perfect for kids to make. Check it out!



BREAKFAST
GRAPE AND GRANOLA BREAKFAST BOWL

[GET THE RECIPE](#)

LUNCH
LEMON PARMESAN GRAPE PASTA SALAD

[GET THE RECIPE](#)



SNACK
TUTTI FRUTTI WRAPS
(Not just tasty, but also a fun DIY project for the kids!)

[GET THE RECIPE](#)

DINNER
PORK CHOPS WITH CHILEAN GRAPES



MORE "SNACKTIVITY" IDEAS FROM REGISTERED DIETITIAN, ANNESSA CHUMBLEY

[WATCH THE VIDEO](#)



Fruits from Chile Canada

July 13 · 🌐

Who needs an expensive detox drink in the morning when a simple mug of hot water with lemon makes you feel so good? We certainly aren't claiming that lemon water a magic cure-all but there are many benefits as suggested in this article by Best Health magazine. MORE: <https://bit.ly/3i3O8ub>



Fruits From Chile

Published by Sprout Social [?] · April 25 · 🌐

The Berger Bungalow shares her tips with us on 6 ways to boost your immune system - we'll give you a hint - it involves Grapes from Chile! <https://thebergerbungalow.com/6-ways-to-boost-your-immune-.../>



Fruits from Chile Canada

June 8 · 🌐

Eat well to stay well! Two clementines from Chile provide 120% of the daily value of Vitamin C and 12% of fibre.



Mangez bien pour rester en santé! Deux clémentines du Chili fournissent 120% de la valeur quotidienne de la vitamine C et 12% des fibres.

[See Translation](#)



PARTNERSHIP WITH DIGITAL FOOD PLATFORM, FEXY MEDIA

- 2 Shoppable branded recipes on Relish.com
- 1 Sponsored article on Simply Recipes
- 1 Dedicated e-newsletter
- 3 Social Media Posts

