

Shifting Consumer Preferences

The Impact of COVID-19 on Spending and Behavior

Prioritized spending is here to stay

Consumers have focused on buying essential items during the pandemic

34% are purchasing **more essentials**



36% are purchasing **fewer non-essentials**

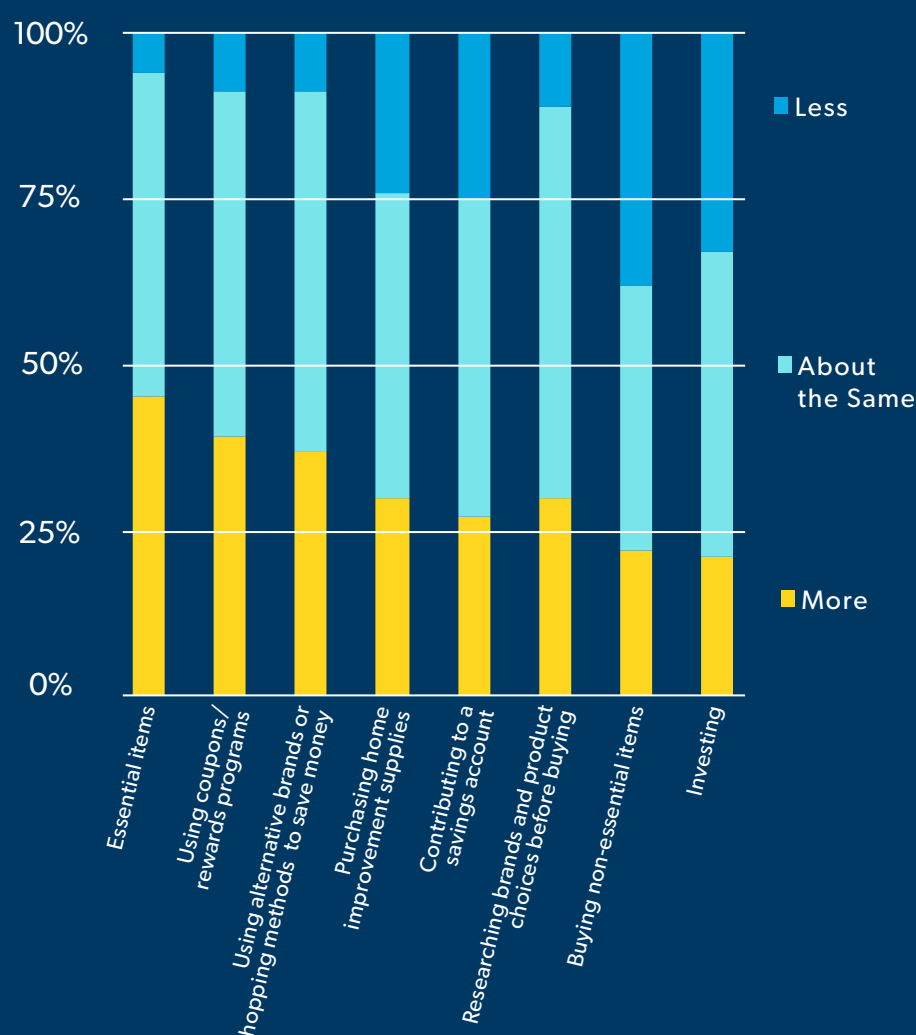
This trend is likely to last

41% want to purchase only items that they need

39% want to increase the amount of money that they save

35% will look for coupons or discounts

HOW SPENDING HABITS HAVE CHANGED DURING THE COVID-19 PANDEMIC



Consumers are choosing to give a company their business based on their response to the pandemic

Safety and convenience are highly influential in purchasing decisions.

Among the most influential factors:



83% Increasing social distancing measures



56% Discounting or waiving shipping/delivery fees



51% Free curbside and in-store pickup

CHANGE IN SPENDING HABITS AFTER THE COVID-19 PANDEMIC SUBSIDES



People are motivated to spend where they believe it's making an impact

78% of consumers favor businesses that protect their employees from COVID-19



76% of consumers favor businesses that help the local community



Customers are adopting new technologies

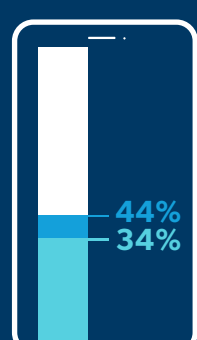
Consumers are using technology to shop more safely and conveniently

2/3 are comfortable interacting with new technologies to make a purchase

72% are likely or very likely to interact with new technology to ensure enhanced safety and cleanliness

Gen Z consumers have increased their augmented reality shopping by **10%** and are paying for products with their smart devices more than ever

(growing from **33%** pre-COVID-19 to **44%**).



Consumers would like to continue using technology post-pandemic

77% Shopping online

58% Using online chat for customer service

52% Paying for products or services using a smart device

44% Using video conference