COVID-19 Impact

CONSUMER SPENDING TRACKER FOR MEASURED CHANNELS

U.S., UK, France, Italy, Germany, Spain, New Zealand, Netherlands

April 30, 2020
Executive Summary

- As the COVID-19 outbreak accelerates in Europe and the United States, governments, businesses and consumers are changing behaviors rapidly – this is reflected in consumer purchases in Italy, France, U.S., Germany, Netherlands, New Zealand, UK and Spain.

- In most geographies, sales remain elevated for Home Care and Frozen Food segments, while other areas saw less year-over-year growth in the past week, also due to overlap of Easter week.

- As stay-at-home orders persist, U.S. shoppers are shopping less frequently, increasing pantry stocking of essential goods, shifting to a fresher basket as the pandemic continues.

- In the U.S., OTC healthcare, baby care, and water saw the largest stock-ups without consistent replenishment, frozen and shelf-stable were stocked and are being replenished, and quarantine needs such as grooming supplies emerge in later weeks. Italy and UK did not see as much stock up without replenishment behavior, which could be driven by the speed at which the virus hit the areas or less storage space to hold non-urgent supplies.

- E-commerce continues to show strong growth over last year in Italy, France and Spain, indicating consumers are shifting their purchasing patterns from in-store to online. In all 3 countries, there is a consistent, increasing shift to eCommerce since the beginning of the crisis with a focus on Click & Collect.
Document Contents

- Market Context and Conditions
- Consumer Spending Results by Category, Market and Channel
- Deep Dive:
  - Shopping Behavior in the U.S.
  - Stock-Up Trends in the U.S., UK and Italy
  - E-Commerce Results in Italy, Spain and France
- Appendix
market context and conditions
Countries Are at Different Points in the Crisis and Are Dealing With Different Levels of Infection During this Analysis Period

Cumulative # of Confirmed Cases as of 4.28.2020

<table>
<thead>
<tr>
<th></th>
<th>Cases Confirmed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td></td>
<td>Past 24 hrs</td>
</tr>
<tr>
<td></td>
<td>Deaths</td>
</tr>
<tr>
<td>Spain</td>
<td>209,465</td>
</tr>
<tr>
<td></td>
<td>1,831</td>
</tr>
<tr>
<td></td>
<td>23,190</td>
</tr>
<tr>
<td>U.S.</td>
<td>960,916</td>
</tr>
<tr>
<td></td>
<td>29,218</td>
</tr>
<tr>
<td></td>
<td>50,492</td>
</tr>
<tr>
<td>UK</td>
<td>157,153</td>
</tr>
<tr>
<td></td>
<td>4,309</td>
</tr>
<tr>
<td></td>
<td>21,092</td>
</tr>
<tr>
<td>NZ</td>
<td>1,472</td>
</tr>
<tr>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Netherlands</td>
<td>38,245</td>
</tr>
<tr>
<td></td>
<td>400</td>
</tr>
<tr>
<td></td>
<td>4,518</td>
</tr>
<tr>
<td>Germany</td>
<td>156,337</td>
</tr>
<tr>
<td></td>
<td>1,144</td>
</tr>
<tr>
<td></td>
<td>5,913</td>
</tr>
<tr>
<td>France</td>
<td>127,008</td>
</tr>
<tr>
<td></td>
<td>3,729</td>
</tr>
<tr>
<td></td>
<td>23,261</td>
</tr>
<tr>
<td>Italy</td>
<td>199,414</td>
</tr>
<tr>
<td></td>
<td>1,739</td>
</tr>
<tr>
<td></td>
<td>26,977</td>
</tr>
</tbody>
</table>

Source: World Health Organization
Sales Trends Down in Latest Week Driven
Primarily due to Easter Week Alignment vs. Last Year

Week Ending February 9 – April 19, 2020
Local Currency Sales % Change vs. Year Ago

Note: Greece data not available due to holiday delays; will return in next report
Source: IRI POS Data Ending April 19, 2020

Easter overlap
April 12, 2020
vs. April 21 2019

© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
Consumers in Most Countries are Slowing Purchasing in Nonedible Categories as well as Edible Due to Lapping Strong Easter-week Growth Last Year

<table>
<thead>
<tr>
<th>Percentage Change</th>
<th>Italy</th>
<th>France</th>
<th>Germany</th>
<th>Netherlands</th>
<th>NZ</th>
<th>UK</th>
<th>US</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Change Most Recent Week vs. Year ago, Based on Local Currency</td>
<td>-19.7%</td>
<td>0.7%</td>
<td>-20.8%</td>
<td>-5.2%</td>
<td>26.4%</td>
<td>-13.3%</td>
<td>4.1%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Total NONEDIBLE</td>
<td>-12.3%</td>
<td>5.6%</td>
<td>-9.0%</td>
<td>10.7%</td>
<td>25.7%</td>
<td>-16.1%</td>
<td>0.8%</td>
<td>-12.9%</td>
</tr>
<tr>
<td>Total EDIBLE</td>
<td>-21.0%</td>
<td>0.0%</td>
<td>-23.5%</td>
<td>-7.5%</td>
<td>26.5%</td>
<td>-12.9%</td>
<td>5.1%</td>
<td>24.5%</td>
</tr>
</tbody>
</table>

**LEGEND**
- 50%+
- 20% to 50%
- 10% to 20%
- 5% to 10%
- 0% to 5%
- -20% to 0%
- <20%

**Source:** IRI POS data Week Ending April 19, 2020 vs. year ago  /  Note: Exact product categorization varies slightly by country.
OTC Healthcare, Home Care and Frozen Foods Remain Fastest Growing Segments

Week Ending February 9 – April 19, 2020
€ Sales % Change vs. Year Ago

**Nonedible**

- OTC Healthcare
- Home Care
- Cosmetics
- Paper Products
- Pet Food + Care
- Personal Care
- General Merch.

**Edible**

- Frozen Foods
- Dairy
- Beverage
- Baby Food + Care
- Pet Food + Care
- Personal Care
- General Merch.

Note: Segments defined to evaluate representative companies. Source: IRI POS Data Ending April 19, 2020

© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
Nonedible Categories Remain Stable While Frozen, Dairy and Packaged Food Continue to Outpace Other Edible

Week Ending February 9 – April 19, 2020
€ Sales % Change vs. Year Ago

Nonedible

<table>
<thead>
<tr>
<th>Category</th>
<th>Feb 9</th>
<th>Feb 16</th>
<th>Feb 23</th>
<th>Mar 1</th>
<th>Mar 8</th>
<th>Mar 15</th>
<th>Mar 22</th>
<th>Mar 29</th>
<th>Apr 5</th>
<th>Apr 12</th>
<th>Apr 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>108%</td>
</tr>
<tr>
<td>OTC Healthcare</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>84%</td>
</tr>
<tr>
<td>Personal Care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Paper Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Pet Food + Care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>-33%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% Change vs. Year Ago:
- Stockpiling begins

Edible

<table>
<thead>
<tr>
<th>Category</th>
<th>Feb 9</th>
<th>Feb 16</th>
<th>Feb 23</th>
<th>Mar 1</th>
<th>Mar 8</th>
<th>Mar 15</th>
<th>Mar 22</th>
<th>Mar 29</th>
<th>Apr 5</th>
<th>Apr 12</th>
<th>Apr 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frozen Foods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>63%</td>
</tr>
<tr>
<td>Dairy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Packaged Food</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>Fresh Foods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Fresh Foods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>Fresh Foods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-7%</td>
</tr>
<tr>
<td>Paper Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-10%</td>
</tr>
<tr>
<td>Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-16%</td>
</tr>
<tr>
<td>Baby Food + Care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alcohol</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% Change vs. Year Ago:
- Stockpiling begins

Note: Segments defined to evaluate representative companies. Source: IRI POS Data Ending April 19, 2020
© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
Edible Categories Seeing Large Declines in Latest Week Driven By Easter Alignment; Nonedible Remained Mostly Stable

Week Ending February 9 – April 19, 2020
€ Sales % Change vs. Year Ago

Note: Segments defined to evaluate representative companies. Source: IRI POS Data Ending April 19, 2020
Home Care and Frozen Grew in the Latest Week, While Other Segments Declined Due to Easter Alignment

Week Ending February 9 – April 19, 2020
£ Sales % Change vs. Year Ago

Note: Segments defined to evaluate representative companies. Source: IRI POS Data Ending April 19, 2020

Easter overlap
April 12, 2020
vs. April 21, 2019
Sales Growth Remained Stable Over Last Week Across Segments in Both Edible and Nonedible, Despite the Easter Overlap

Week Ending February 9 – April 19, 2020
$ Sales % Change vs. Year Ago

**Nonedible**

- Paper Products
- Home Care
- General Merch.
- Pet Food + Care
- Personal Care
- Cosmetics
- OTC Healthcare

**Edible**

- Frozen Foods
- Alcohol
- Dairy
- Packaged Food
- Fresh Foods
- Beverage
- Baby Food + Care

Note: Segments defined to evaluate representative companies. Source: IRI POS Data Ending April 19, 2020

© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
Grocery Continues to Outpace MULO Since Peak Stockpiling, while Convenience Sales Slowly Grow Back to Normal

Week Ending February 9 – April 19, 2020

$ Sales % Change vs. Year Ago

<table>
<thead>
<tr>
<th>Date</th>
<th>MULO</th>
<th>Grocery</th>
<th>Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-Feb</td>
<td>2%</td>
<td>3%</td>
<td>-10%</td>
</tr>
<tr>
<td>16-Feb</td>
<td>2%</td>
<td>3%</td>
<td>-7%</td>
</tr>
<tr>
<td>23-Feb</td>
<td>3%</td>
<td>4%</td>
<td>-5%</td>
</tr>
<tr>
<td>1-Mar</td>
<td>12%</td>
<td>10%</td>
<td>-2%</td>
</tr>
<tr>
<td>8-Mar</td>
<td>1%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>15-Mar</td>
<td>64%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>22-Mar</td>
<td>67%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>29-Mar</td>
<td>23%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>5-Apr</td>
<td>29%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>12-Apr</td>
<td>17%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>19-Apr</td>
<td>12%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

Note: MULO includes Grocery, Drug, Mass, Club (excluding Costco), Dollar and DeCA retailers. Source: IRI POS data ending April 19, 2020.
Sales Across Categories Stabilize; Home Care and Paper Products see Higher Growth in Latest Week

Week Ending February 9 – April 19, 2020
€ Sales % Change vs. Year Ago

**Nonedible**

- Home Care
- Paper Products
- Pet Food + Care
- General Merch.
- OTC Healthcare
- Personal Care
- Cosmetics

**Edible**

- Fresh Foods
- Packaged Food
- Dairy
- Alcohol
- Beverage
- Frozen Foods
- Baby Food + Care

Note: Segments defined to evaluate representative companies. Source: IRI POS Data Ending April 19, 2020

© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
deep dive:
shopping behavior in the U.S.
Post Stock-Up, Consumers are Making Fewer Trips while Continuing to Buy More per Trip

Total U.S. All Outlets CPG Consumer Purchasing Dynamics

<table>
<thead>
<tr>
<th>Actuals ($B)</th>
<th>Price per Unit</th>
<th>Units per Trip</th>
<th>Trips per Buyer</th>
<th>Buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actuals ($)</td>
<td>Actuals (M)</td>
<td>% chg. vs. YA</td>
<td>% chg. vs. YA</td>
<td>% chg. vs. YA</td>
</tr>
<tr>
<td>03/01</td>
<td>03/08</td>
<td>03/15</td>
<td>03/22</td>
<td>03/29</td>
</tr>
<tr>
<td>16.4</td>
<td>17.9</td>
<td>25.2</td>
<td>24.3</td>
<td>17.5</td>
</tr>
<tr>
<td>3%</td>
<td>13%</td>
<td>17%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>03/05</td>
<td>04/12</td>
<td>04/19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18.3</td>
<td>19.9</td>
<td>22.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Price per Unit

- Actuals
- $3.48
- $3.45
- $3.42
- $3.47
- $3.50
- $3.49
- $3.44
- $3.57

Units per Trip

- Actuals
- 9.5
- 9.7
- 10.7
- 10.4
- 10.1
- 11.1
- 11.3
- 11.1

Trips per Buyer

- Actuals
- 4.3
- 4.6
- 5.9
- 5.9
- 4.5
- 4.3
- 4.2
- 4.0

Buyers

- Actuals (M)
- 151
- 115.6
- 117.4
- 114.5
- 110.2
- 111.6
- 111.1
- 112.1

Even After Peak Stock Up, Pantry Stocking is Accounting for an Increasing Share of Trips and Sales

**AVG. WEEKLY TRIP COUNT BY TYPE (M)**

<table>
<thead>
<tr>
<th></th>
<th>Pre Stock Up</th>
<th>Peak Stock Up</th>
<th>Post Stock Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick Trip</td>
<td>515</td>
<td>678</td>
<td></td>
</tr>
<tr>
<td>Special Purpose</td>
<td>273 (53%)</td>
<td>348 (51%)</td>
<td></td>
</tr>
<tr>
<td>Fill In</td>
<td>86 (17%)</td>
<td>109 (16%)</td>
<td></td>
</tr>
<tr>
<td>Pantry Stocking</td>
<td>76 (15%)</td>
<td>89 (19%)</td>
<td></td>
</tr>
</tbody>
</table>

**AVG. WEEKLY DOLLAR SALES ($B) BY TRIP TYPE**

<table>
<thead>
<tr>
<th></th>
<th>Pre Stock Up</th>
<th>Peak Stock Up</th>
<th>Post Stock Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick Trip</td>
<td>3.6 (21%)</td>
<td>4.3 (17%)</td>
<td></td>
</tr>
<tr>
<td>Special Purpose</td>
<td>3.1 (18%)</td>
<td>4.9 (20%)</td>
<td></td>
</tr>
<tr>
<td>Fill In</td>
<td>3.6 (21%)</td>
<td>10.9 (44%)</td>
<td></td>
</tr>
<tr>
<td>Pantry Stocking</td>
<td>6.8 (40%)</td>
<td>8.5 (47%)</td>
<td></td>
</tr>
</tbody>
</table>


©2020 Information Resources Inc. (IRI). Confidential and Proprietary.
While Both Edible and Nonedible Trips Have Decreased in Post Stock Up, Edible Basket Sizes Continue to Grow

<table>
<thead>
<tr>
<th>TRIPS PER BUYER (AVERAGE WEEKLY)</th>
<th>DOLLARS PER TRIP</th>
<th>UNITS PER TRIP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nonedible</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre Stock Up</td>
<td>3.0</td>
<td>$21.67</td>
</tr>
<tr>
<td>Peak Stock Up</td>
<td>3.9</td>
<td>$21.58</td>
</tr>
<tr>
<td>Post Stock Up</td>
<td>2.9</td>
<td>$21.04</td>
</tr>
<tr>
<td>% Change vs YA</td>
<td>6.2%</td>
<td>2.2%</td>
</tr>
<tr>
<td></td>
<td>36.4%</td>
<td>4.8%</td>
</tr>
<tr>
<td></td>
<td>1.9%</td>
<td>3.1%</td>
</tr>
<tr>
<td><strong>Edible</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre Stock Up</td>
<td>3.5</td>
<td>$26.37</td>
</tr>
<tr>
<td>Peak Stock Up</td>
<td>4.7</td>
<td>$30.04</td>
</tr>
<tr>
<td>Post Stock Up</td>
<td>3.5</td>
<td>$32.05</td>
</tr>
<tr>
<td>% Change vs YA</td>
<td>6.5%</td>
<td>-1.2%</td>
</tr>
<tr>
<td></td>
<td>40.7%</td>
<td>17.5%</td>
</tr>
<tr>
<td></td>
<td>0.1%</td>
<td>24.7%</td>
</tr>
</tbody>
</table>


© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
Post Stock-up, Packaged and Frozen Food Remains Elevated, But More Fresh Food in Basket

**Average Basket**

- **Nonedible**
  - Paper Products
  - Personal Care
  - Cosmetics
  - Alcohol
  - Frozen Foods
  - Fresh Foods

- **Edible**
  - Home Care
  - Pet Food + Care
  - OTC Healthcare
  - General Merchandise
  - Packaged Food
  - Beverage
  - Baby Food + Care
  - Cosmetics
  - Alcohol
  - Frozen Foods
  - Fresh Foods


© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
The Easter Week Basket had a Higher Share of Packaged and Frozen Food

*Average Basket – Easter Weeks*

<table>
<thead>
<tr>
<th>Category</th>
<th>Easter Week 2019</th>
<th>Easter Week 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper Products</td>
<td>1.2 (4%)</td>
<td>1.1 (3%)</td>
</tr>
<tr>
<td>Home Care</td>
<td>0.8 (3%)</td>
<td>1.5 (4%)</td>
</tr>
<tr>
<td>OTC Healthcare</td>
<td>2.1 (7%)</td>
<td>2.1 (7%)</td>
</tr>
<tr>
<td>Personal Care</td>
<td>1.7 (6%)</td>
<td>1.7 (5%)</td>
</tr>
<tr>
<td>Pet Food + Care</td>
<td>1.3 (4%)</td>
<td>1.4 (4%)</td>
</tr>
<tr>
<td>Packaged Food</td>
<td>2.9 (9%)</td>
<td>2.2 (7%)</td>
</tr>
<tr>
<td>Frozen Foods</td>
<td>7.4 (24%)</td>
<td>9.8 (26%)</td>
</tr>
<tr>
<td>Alcohol</td>
<td>0.7 (2%)</td>
<td>2.8 (7%)</td>
</tr>
<tr>
<td>Baby Food + Care</td>
<td>2.8 (9%)</td>
<td>3.3 (9%)</td>
</tr>
<tr>
<td>Dairy</td>
<td>2.1 (7%)</td>
<td>3.4 (9%)</td>
</tr>
<tr>
<td>Frozen Foods</td>
<td>2.1 (7%)</td>
<td>3.7 (10%)</td>
</tr>
<tr>
<td>Fresh Foods</td>
<td>2.1 (7%)</td>
<td>3.7 (10%)</td>
</tr>
</tbody>
</table>

Source: IRI National Consumer Panel All Outlets data Week Ending 12 April 2020 vs 21 April 2019

© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
Nonedible: Largest Post Stock Up Gains Seen in Paper Products and Home Care Which Shoppers are Buying More Frequently

Post Stock Up: Latest 4 Weeks Ending April 19, 2020

Source: IRI National Consumer Panel  All Outlets Data 4 Weeks Ending 19 April 2020 vs. Year Ago
Edible: Consumers Purchased Larger Baskets of Frozen & Packaged Foods as Well as Beverages

*Post Stock Up: Latest 4 Weeks Ending April 19, 2020*

- **Household Buyers (M):**

- **Trips per Buyer:**
  - Frozen Foods: 3.7 (2019), 4.3 (2020)
  - Packaged Food: 8.7 (2019), 8.9 (2020)
  - Beverage: 5.8 (2019), 5.9 (2020)

- **Basket Size ($):**
  - Packaged Food: 13.0 (2019), 15.9 (2020)

- **Avg. Units per Trip:**
  - Packaged Food: 5.6 (2019), 6.6 (2020)
  - Beverage: 3.1 (2019), 3.2 (2020)

*Source: IRI National Consumer Panel All Outlets Data 4 Weeks Ending 19 April 2020 vs. Year Ago*

© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
deep dive: stock-up trends in the U.S., UK and Italy
US / UK / Italy Comparison: Stock Up vs. Replenishment

$ Sales % Change vs. Year Ago / WE February 9 – April 19, 2020

Source: IRI POS data Week Ending April 19, 2020
Baby Care, OTC Healthcare, Water Were Some of Largest Pantry Stocking Aisles; Frozen, Shelf Stable Saw Continued Replenishment

"Pantry Stocking" High Stock-Up/ Low Replenishment

"Necessities" High Stock-Up/ High Replenishment

"Quarantine Needs" Low Stock-Up/ Elevated Replenishment

"Discretionary" Declining Stock-Up/ Declining Replenishment

High replenishment may be tied to either increased consumption or inventory (re: paper products)

Note: Segments based on IRI Standard "Aisles" / Source: IRI POS data Week Ending April 19, 2020

© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
Most Stocked Up Categories Continue to be Replenished

-50  -25  0  25  50  75  100  125

-80  -60  -40  -20  0  20  40

**"Quarantine Needs"**
Low Stock-Up/ Elevated Replenishment

**"Discretionary"**
Declining Stock-Up/ Declining Replenishment

**"Pantry Stocking"**
High Stock-Up/ Low Replenishment

**"Necessities"**
High Stock-Up/ High Replenishment

Note: Segments based on IRI Standard "Categories" / Source: IRI POS data Week Ending April 19, 2020

© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
Most Stocked Up Categories Continue to be Replenished

Note: Segments based on IRI Standard "Sectors" / Source: IRI POS data Week Ending April 19, 2020
deep dive:
e-commerce
trends in Italy, France & Spain
Italy Has Seen Continued Upward Trajectory in Growth of Click & Collect and Home Delivery / Shipment E-Commerce

# COVID-19 Cases / CPG Sales % Change vs. Year Ago

11 cities in Lombardia and Veneto are declared "Red zones" and locked down
All schools and universities across Italy are closed down
Italy is declared Red zone – the next day all non-essential activities are shut down
Easter Sunday

Note: eCommerce includes select eCommerce retailers including Amazon, other local eRetailers and the eCommerce operations of traditional Brick & Mortar retailers
Home delivery / shipment: goods delivered at doorstep of purchaser, Click & Collect: purchaser submit order online and collects in store, accounts for 9% of total eCommerce.


© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
In France, E-Commerce Has Consistently Grown While In-Store Declined due to Easter Alignment

**CPG E-Commerce Sales % Change vs. Year Ago**

- **In-Store**: 6.8% (16-Feb), 6.5% (23-Feb), 7.4% (1-Mar), 8.0% (8-Mar), 7.7% (15-Mar), 8.5% (22-Mar), 10.7% (29-Mar), 11.2% (5-Apr), 10.5% (12-Apr), 10.7% (19-Apr)
- **eCommerce**: 13.2% (16-Feb), 5.3% (23-Feb), 14.3% (1-Mar), 6.1% (8-Mar), 8.7% (15-Mar), 40.1% (22-Mar), 30.7% (29-Mar), 40.1% (5-Apr), 2.0% (12-Apr), -6.9% (19-Apr)

**COVID-19 Cases**: 16,018 (1-Mar), 40,174 (15-Mar), 92,839 (22-Mar), 120,633 (29-Mar), 147,844 (5-Apr)

**Note**: Includes Click & Collect and some Home Delivery providers (Home Delivery represents a small portion of sales. Excludes Amazon.)

Source: IRI POS Data Week Ending April 18, 2020. Worldometer as of April 29, 2020
In Spain, eCommerce Sales Have Grown Since the Start of Lockdown with a Spike in the Most Recent Week

**CPG E-Commerce Sales % Change vs. Year Ago**

<table>
<thead>
<tr>
<th>Date</th>
<th>In Store</th>
<th>eCommerce</th>
<th>COVID-19 Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-Feb</td>
<td>2</td>
<td>49.1%</td>
<td>2</td>
</tr>
<tr>
<td>23-Feb</td>
<td>2</td>
<td>10.9%</td>
<td>84</td>
</tr>
<tr>
<td>1-Mar</td>
<td>84</td>
<td>-1.9%</td>
<td>674</td>
</tr>
<tr>
<td>8-Mar</td>
<td>674</td>
<td>22.4%</td>
<td>-5.1%</td>
</tr>
<tr>
<td>15-Mar</td>
<td>7,988</td>
<td>54.1%</td>
<td>28,768</td>
</tr>
<tr>
<td>22-Mar</td>
<td>28,768</td>
<td>32.6%</td>
<td>22,640</td>
</tr>
<tr>
<td>29-Mar</td>
<td>22,640</td>
<td>80,110</td>
<td>84,300</td>
</tr>
<tr>
<td>5-Apr</td>
<td>84,300</td>
<td>75.6%</td>
<td>166,831</td>
</tr>
<tr>
<td>12-Apr</td>
<td>166,831</td>
<td>10.5%</td>
<td>198,674</td>
</tr>
<tr>
<td>19-Apr</td>
<td>198,674</td>
<td>17.5%</td>
<td>215.3%</td>
</tr>
</tbody>
</table>

Note: eCommerce includes Brick & mortar retailers that deliver online orders to customer homes and Amazon.

Source: IRI Data Ending April 19, 2020. Worldometer as of April 29, 2020
© 2020 Information Resources Inc. (IRI). Confidential and Proprietary.
Data Methodology and Notes

IRI tracks POS data weekly (weeks end on Sundays) and has ~one week of required processing time (E-commerce has ~2 weeks processing time). U.S. National Consumer Panel data is released monthly. Tracker will be released weekly on Wednesday / Thursday as data is available; deep dives will be refreshed periodically.

**U.S. Data**
- Represents transaction POS database (accounts for 80%+ of FMCG sales)
- Data collected in multi-outlet + convenience (MULOC) channels: Grocery, Drug, Convenience, Mass, Walmart, Club, Dollar, and DECA Stores
- Excludes Costco

**UK Data**
- Aggregated sales across major grocery retailers

**France Data**
- Data collected in hypermarkets, supermarkets, discount, convenience stores and e-shopping

**Germany Data**
- Includes hypermarkets, supermarkets, and drug stores

**Italy Data**
- Excludes open air markets estimated at 6% of total FMCG sales

**Netherlands Data**
- Data collected for supermarket, including online

**New Zealand Data**
- Represents grocery channel
- Point of sale data, accounting for 100% of pre-packaged grocery sales

**Spain**
- Includes hypermarkets and supermarkets >100M and modern drug stores
CONTACT U.S. FOR MORE INFORMATION

Follow IRI on Twitter: @IRIworldwide

IRI U.S. / Global HQ
Chicago, IL
+1 312.726.1221

IRI France
Chambourcy Cedex
+33 (0) 1 30 06 22 00

IRI Germany
Düsseldorf
+49 211 361190

IRI Greece
Athens, Greece
+30 210 27 87 600

IRI Italy
Milan: +39 02 52579 1
Rome: +39 335 73 12 283

IRI Spain
Madrid
+(0034) 91 548 80 80

IRI Netherlands
+31 (0) 418-570800

IRI New Zealand
Ellerslie, Auckland
+64 9526 5408

IRI United Kingdom
Bracknell, Berkshire
+44 (0) 1344 746000