As 58% of Americans said they are now more concerned about Coronavirus than the prior week, retail grocery, super-center, club and other stores saw unprecedented sales

- **Unprecedented Sales**: For the first time ever, single week U.S. multi-outlet food sales topped $24.8 billion.

- **Food Was the Focus**: Even though paper goods were up 212% vs. last year, non-edibles overall actually paced slightly behind the total store growth rate as stock-up consumers opted to fill the meals void created by change in routine – working from home, no eat-in restaurant options.

- **Home Meals Drove Trip Decisions**: As 55% of consumers reported they planned to eat at restaurants less and at home more; however, not just on shelf-stable stock-up options.
  
  - Shelf-stable, frozen and fresh fruits and vegetables all saw high growth – further showing the importance of produce in the meal
  
  - Meat was in-demand with 80% growth in both fresh and processed meats where versatile quick cuts like ground beef and turkey saw triple-digit increases but so did whole-bird turkeys, representing an opportunity for roasting comfort foods plus making large quantities of meals during this period
  
  - Convenience still was king – just because consumers are staying does not mean we suddenly became gourmet chefs, as shelf-stable meals including soups and packaged dinners saw one of the highest growth rates in the store – but so did refrigerated and frozen pre-packaged meals and snacks.

*Source: IRI Unify Total US Multi-Outlet syndicated point-of-sale data including both fixed and random-weight items, week ending 3/15/20
IRI Survey Data, week ending 3/21/20
Despite the headlines around stock-up staples including toilet paper, canned goods and pasta, all departments contributed similarly to recent rates with a slight (+1.8) share increase for center-store sales.

**Share of Total Store Sales**

<table>
<thead>
<tr>
<th>Department</th>
<th>Week Ending 3/15</th>
<th>YTD 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Foods</td>
<td>19.9%</td>
<td>21.7%</td>
</tr>
<tr>
<td>All Other Food</td>
<td>40.3%</td>
<td>38.2%</td>
</tr>
<tr>
<td>Non-Edible</td>
<td>28.4%</td>
<td>28.3%</td>
</tr>
</tbody>
</table>

74% of shoppers reported buying enough groceries the household might need for 1 to 2 weeks. As shoppers shift from stock-up to ongoing needs, renewed focus will be on fresh foods as well as meal solutions replacing out-of-home behaviors like coffee, dairy and convenient meals.

*Source: IRI Unify Total US Multi-Outlet syndicated point-of-sale data including both fixed and random-weight items, week ending 3/15/20. IRI Survey Data, week ending 3/21/20.*
63% of consumers said they were doing stock-up shopping the week of 3/15, up from 41% the week prior with key departments showing sizeable sales jumps.

In the last two weeks, household cleaning and paper essentials have dominated the news and shopper baskets; however, having meals on hand became the focus.

In-home meals drove the high sales jump in meat; however, fresh is expected to continue to be important; only 13% of consumers cited they plan to buy fewer fresh foods in the coming weeks.

Source: IRI Unify Total US Multi-Outlet syndicated point-of-sale data including both fixed and random-weight items, week ending 3/15/20
IRI Survey Data, week ending 3/21/20