Since the beginning of March, U.S. consumers have spent almost $2.4 billion more dollars on non-edible/non-health products than they did last year.

- There is an influx of new buyers across many non-edible/non-health categories who are helping drive healthcare category and brand growth. Understanding who these new buyers are will be important to helping drive your brand growth during and post COVID-19.
- Both trips and dollars per trip are up for the latest week vs. YA.
- Other highlights:
  - Preventive healthcare products like Immunity are trending higher than symptomatic products as consumers look first to prevent Illness.
  - Personal thermometers continue to show growth week over week.
  - Proactive Self-Care Consumers began quickly reacting to “stock-up” early, when news reached the public in February.
  - However, Reactive Self-Care Consumers had no early shifts in buying behavior (data as of 2/23/2020)
  - Social chatter is increasingly focused on self care
  - Consumers are turning to online shopping to meet their various healthcare needs
OTC Healthcare and Household Product Insights During COVID-19

Household Products

Households are focused on keeping germs at bay and their homes clean. The top 10 fastest growing non-edible/non-OTC product categories for the latest week include:

1. Household cleaner cloths
2. Moist towelettes
3. Toilet paper
4. Facial tissue
5. Baby wipes
6. Bleach
7. Household cleaner
8. Paper towels
9. Water filters/devices
10. Gloves

As a disinfectant and germ killer, bleach saw a strong uptick in household penetration, +5.3% vs. YA (for the week of 3/15/2020) as households stocked up.
OTC Healthcare and Household Product Insights During COVID-19

Paper Products, Private Label and Playing Cards

• Consumers continue to stock up on toilet paper as many states and localities implement stay at home orders.
  – Sales were up almost 230% in the latest week and are more than 3X average weekly sales vs. the first 8 weeks of 2020.
• Consumers are buying both branded and private label products.
  – Because of high out-of-stock situations in some categories, consumers are buying what is available on shelf.
• Consumers are also looking for things to do while they are staying home.
  – Playing card sales are up over 7%, reversing a double-digit, month-over-month decline in 2020.

For more information, contact your IRI representative or reach out to us at IRI@IRIworldwide.com.