COVID-19 and Navigating the Path Ahead

SUPPORTING THE NATURAL PRODUCTS CONSUMER

May 29, 2020
Executive Summary
Natural Products Industry

COVID-19 continues to reshape consumer demand, product supply and more. In this report, we take a closer look at the Natural Products industry, which continues to outperform conventional products as consumers make conscious decisions to focus on health and wellness.

Product and Purchase Preferences
• Far from abandoning their natural lifestyle during COVID-19, natural products shoppers are widening their preferences, seeking and avoiding various ingredients, label claims and certifications
• Channel shifting and adoption of e-commerce is notable, particularly in the post-stock-up period

Attract and Retain New Consumers
• Health concerns of COVID-19 have introduced new shoppers to the natural marketplace, creating an unprecedented opportunity for manufacturers and retailers to demonstrate support, showcase offerings and retain these shoppers as natural loyalists

Path Forward
• Economic pressures and product availability will impact category buying behaviors
• Employ private label and pricing strategies to maintain loyal but economically vulnerable consumers
• New shopping behaviors and observations from the past recession can inform new strategies.

How can IRI and SPINS Help?
Brands and manufacturers can capture share of expanding natural and wellness product sales and drive overall growth:
• Enhanced product attribution and segmentation to identify emerging trends and growth opportunities
• Price and trade strategy and price pack architecture for NPI products
• Marketing effectiveness in the Natural marketplace
Natural Products Market Context

- The Natural Products Industry (NPI), as defined by SPINS, represents 8.4% YTD of total store sales and continues to outpace non-natural / conventional products.

- Natural Products contributed more growth overall than non-natural in advance of COVID-19.

- During peak stock-up, natural buyers did not abandon natural; during post-stock-up, natural products maintained strength.

Source: IRI All Outlet Panel, Enhanced with SPINS Product Attribution. Quad Week Ending 04.19.20
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Natural Products Led Growth During Peak Stock-Up, Demonstrating Consumer Focus on Self-Care During Pandemic

**PEAK Stock-Up Period**
Total U.S. MULO / Units % Chg vs. YAG (WE 3/15/20)
NPI (Natural Products Industry) vs. Non-NPI

Strong demand signals increased consumer focus on health and likely trying natural options when other brands are out of stock during peak weeks

**POST Stock-Up Period**
Total U.S. MULO / Units % Chg vs. YAG (WE 4/19/20)
NPI (Natural Products Industry) vs. Non-NPI

Department trends in post-stock-up weeks varied as customers balanced their priorities, budgets and product availability

Source: IRI MultiOutlet POS Data, Enhanced with SPINS Product Attribution; Quad Weeks
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While Natural Products Remain on Consistent Growth Trajectory, Shopping Preferences Shifting to Grocery and Internet*

Shoppers consolidated trips while under stay-at-home orders and the internet* drew increasing natural products share of wallet. NPI internet sales had a larger share base than non-NPI prior to the stock-up.

*Internet includes range of purchases from pure play Ecommerce to Click and Collect; Brick and mortar outlet sales do not include internet sales.

Source: IRI All Outlet Panel, Enhanced with SPINS Product Attribution. Quad Week Ending 04.19.20
Natural Product Trips and Dollars Continue Strong Growth Patterns

Natural product trips grew during pantry loading and continued to grow from year ago throughout April.

Internet sales maintained double digit growth for the month post-stock-up, while other outlet product trips experienced less growth post-stock-up.

Source: IRI All Outlet Panel, Enhanced with SPINS Attribution; Quad Week Ending 04.19.20
While Natural Product Dollar and Unit Spending Remains Strong, Inflationary Indicators Emerging Across Departments

Natural products average retail price increased ~10% vs. YA, faster than most conventional counterparts. While partly driven by consumers reaching for larger sizes as a value strategy, increases in base price and reduced promotional activity resulted in higher average retail prices across the store.

**Average Retail Price Index vs. YA**

<table>
<thead>
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<td>103</td>
<td>105</td>
<td>107</td>
<td>109</td>
<td>110</td>
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<tr>
<td>BEVERAGE ALCOHOL</td>
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<td>102</td>
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<td>106</td>
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<td>110</td>
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<td>114</td>
<td>113</td>
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<tr>
<td><strong>NON-EDIBLE</strong></td>
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<tr>
<td>BODY CARE</td>
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<td>101</td>
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<td>104</td>
</tr>
<tr>
<td>HERBS &amp; HOMEOPATHIC</td>
<td>101</td>
<td>103</td>
<td>101</td>
<td>103</td>
<td>107</td>
<td>99</td>
<td>98</td>
<td>100</td>
<td>100</td>
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<tr>
<td>VITAMINS &amp; SUPPLEMENTS</td>
<td>105</td>
<td>109</td>
<td>112</td>
<td>114</td>
<td>110</td>
<td>115</td>
<td>116</td>
<td>119</td>
<td>118</td>
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**Total Product Library Comparison**

Indices <100=Deflation; >100=Inflation

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<thead>
<tr>
<th></th>
<th>19-Apr</th>
<th>KPI*</th>
</tr>
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<tbody>
<tr>
<td>ALL NATURAL PRODUCTS (NPI)</td>
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<td>▲</td>
</tr>
<tr>
<td>EDIBLE</td>
<td>108</td>
<td>▲</td>
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<tr>
<td>BEVERAGE ALCOHOL</td>
<td>108</td>
<td>▲</td>
</tr>
<tr>
<td>FROZEN</td>
<td>110</td>
<td>▲</td>
</tr>
<tr>
<td>GROCERY</td>
<td>105</td>
<td>▲</td>
</tr>
<tr>
<td>PRODUCE</td>
<td>101</td>
<td>▲</td>
</tr>
<tr>
<td>REFRIGERATED</td>
<td>113</td>
<td>▲</td>
</tr>
<tr>
<td>NON-EDIBLE</td>
<td></td>
<td></td>
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<tr>
<td>BODY CARE</td>
<td>105</td>
<td></td>
</tr>
<tr>
<td>GENERAL MERCHANDISE</td>
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<td></td>
</tr>
<tr>
<td>HERBS &amp; HOMEOPATHIC</td>
<td>108</td>
<td>▲</td>
</tr>
<tr>
<td>VITAMINS &amp; SUPPLEMENTS</td>
<td>112</td>
<td>▲</td>
</tr>
</tbody>
</table>

*NPI inflating faster than TPL latest week

Source: Average Weekly Retail Price, IRI MultiOutlet POS Data Enhanced by SPINS Product Attribution; 12 WE 04/19/2020

Total Product Library (TPL) represents a view of all UPC-based items in these departments

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Shopping Behaviors are Changing – Natural Products
Buyers Adapted During Extended Stay-at-Home Living

Total U.S. All Outlets (NPI) / Buyer % Chg vs. YAG

STAY AT HOME NECESSITY CATEGORIES
Buyers increasingly entered these categories to replenish after stockpiling as consumers learned how to manage stay at home orders
- Seasonings
- Pet Care & Wellness
- Oils & Vinegars
- Produce
- Salsas & Dips
- Tea
- Drink Mixes & Concentrates
- Condiments & Dressings & Marinades
- Cheese & Plant-Based Cheese
- Milk

THE INDISPENSABLE CATEGORIES
Buyers continuously entered these categories each period during and after stockpiling as pantries ran low and new habits persisted
- Baking Mix, Ingredients & Flour
- Herbal Singles
- Frozen Breakfast Foods
- Pasta
- Soap & Bath Preparations
- Refrigerated Plant-Based Meat Alternatives
- Pickles & Olives
- Soup
- Pasta & Pizza Sauces
- Household Cleaners & Supplies

PASSIVE CATEGORIES
There were no significant increases of buyers in these categories
- Pet Waste Management
- Cosmetics & Beauty Products
- Ready to Drink Tea & Coffee
- Weight Management Formulas
- Pet Toys & Collars & Apparel
- Food Supplements
- Baby Food
- Rice Cakes
- Refrigerated Pasta
- Skin Care

THE INDISPENSABLE CATEGORIES
Buyers continuously entered these categories each period during and after stockpiling as pantries ran low and new habits persisted
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- Herbal Singles
- Frozen Breakfast Foods
- Pasta
- Soap & Bath Preparations
- Refrigerated Plant-Based Meat Alternatives
- Pickles & Olives
- Soup
- Pasta & Pizza Sauces
- Household Cleaners & Supplies

PANTRY PREP CATEGORIES
Buyers grew in these categories during stockpiling, but did not grow at the same rate during post-stockpiling period
- Beans, Grains & Rice Dry
- Herbal Formulas
- Functional Beverages
- Hot Cereals
- Fruit Spreads & Jams & Jellies
- Frozen Appetizers & Snacks
- Nut & Seed Butters
- First Aid & Therapeutic Topicals
- Amino Acids
- Refrigerated Tea & Coffee RTD

Source: IRI All Outlet Panel, Enhanced with SPINS Product Attribution, Quad Weeks Ending 03.22.20 & 04.19.20
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Choosing Natural Represents Clear Lifestyle Choices and Behaviors – Offerings from Paleo to Plant-Based Resonate with Consumers

Shoppers have maintained lifestyle and diet choices through these periods and are adapting natural product choices based on availability and price / value proposition.

Lifestyle Attribute Growth
*Total Edible: Produce, Grocery, Refrigerated, Frozen; Labeled Organic: 95-100% Organic Ingredients

Source: IRI MultiOutlet Data, Enhanced by SPINS Product Attribution; Quad Week Ending 3/22/20 & 4/19/20
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Ingredient-Based Diets and Lifestyles Remain Relevant

Even within indulgent categories, trends indicate consumers sticking with lifestyle choice. These ingredient-based diets extend beyond natural products throughout the category.

SS Baking Mix & Ingredients & Flour / $ % Chg. vs. YAG

<table>
<thead>
<tr>
<th>Diet Type</th>
<th>19-Apr 4 WE 04.19.20</th>
<th>22-Mar 4 WE 03.22.20</th>
</tr>
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<tbody>
<tr>
<td>Whole 30 Friendly</td>
<td>55%</td>
<td>68%</td>
</tr>
<tr>
<td>Vegetarian Diet</td>
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<td></td>
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<tr>
<td>Vegan Diet</td>
<td>71%</td>
<td>78%</td>
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<tr>
<td>Plant Based Diet</td>
<td></td>
<td></td>
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<tr>
<td>Pescatarian Diet</td>
<td>72%</td>
<td>81%</td>
</tr>
<tr>
<td>Paleo Diet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keto Diet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FODMAP Diet</td>
<td>65%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Total Products Category Growth

- **+76%**
- **+71%**

Products Identified Through Ingredient Analysis and NFP Supporting Applicable Lifestyles and Diets

Source: IRI MultiOutlet POS Data, Enhanced by SPINS Product Attribution; Quad Weeks Ending 04/19/2020
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Many Consumers Opt for Low-Glycemic Options During Self-Indulgence

Recognizing a need for managing sugars as a part of proactive health management, consumers looked to indulge with sweeteners beyond traditional sugars. Management of sugar intake is expected to continue as a key growth trend and extends far beyond natural products.

Source: IRI MultiOutlet POS Data, Enhanced by SPINS Product Attribution WE 04.19.20
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Consumers Turning to Natural Remedies to Enhance Immune Systems and Reduce Additional Stress and Anxiety

+50% Multi-Vitamin Growth in April

<table>
<thead>
<tr>
<th>Functional Ingredient</th>
<th>4 WE 3.22.20</th>
<th>4 WE 4.19.20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mushrooms - Other</td>
<td>+674%</td>
<td>+876%</td>
</tr>
<tr>
<td>Black Seed (Cumin)</td>
<td>+323%</td>
<td>+276%</td>
</tr>
<tr>
<td>Elderberry</td>
<td>+312%</td>
<td>+426%</td>
</tr>
<tr>
<td>Vitamin C (Ester-C Only)</td>
<td>+190%</td>
<td>+243%</td>
</tr>
<tr>
<td>Echinacea</td>
<td>+164%</td>
<td>+221%</td>
</tr>
<tr>
<td>Colloidal Silver</td>
<td>+138%</td>
<td>+454%</td>
</tr>
<tr>
<td>Chinese Herbs</td>
<td>+119%</td>
<td>+222%</td>
</tr>
<tr>
<td>Oregano</td>
<td>+112%</td>
<td>+276%</td>
</tr>
<tr>
<td>Vitamin C (Not Ester-C)</td>
<td>+110%</td>
<td>+202%</td>
</tr>
<tr>
<td>Zinc</td>
<td>+83%</td>
<td>+168%</td>
</tr>
<tr>
<td>Spirulina Blue Green Algae</td>
<td>+46%</td>
<td>+83%</td>
</tr>
<tr>
<td>Melatonin</td>
<td>+39%</td>
<td>+52%</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>+33%</td>
<td>+48%</td>
</tr>
<tr>
<td>Garlic</td>
<td>+8%</td>
<td>+25%</td>
</tr>
</tbody>
</table>

$ % Chg vs. YAG

MUSHROOM SUPPLEMENTS
These fungal treats have long been viewed throughout the world – particularly the East – as natural medicine great for strengthening your immune system. In the last year, shoppers in the West have begun to take a similar view and explored the array of mushrooms and their respective health benefits.

OIL OF OREGANO
Oregano Oil is an herbal supplement derived from the Oregano plant that contains: Carvacrol (Antioxidant, Antiviral, Antibacterial), Thymol (Anti-Inflammatory, Antiseptic, Antibacterial, Antifungal) and Terpinene (Antioxidant) and can be ingested or used topically.

MELATONIN
Melatonin is a hormone in your body that regulates sleep. It is commonly used as a supplement to combat sleep disorders, shifting sleep schedules and jet lag. Children’s melatonin grew +87% in March, compared to year ago as parents look for solutions to help their children sleep.

NaturaLink™ Segmentation Combines Buyer Attitudes and Purchase Behaviors to Illuminate Consumer Opportunity

**NaturaLink™ Segments**

Two segments form the leading edge of natural / organic trends: **True Believers** and **Enlightened Environmentalists** together account for more than 44% of natural / organic dollar sales.

- **Resistant Non-Believers**: 14%
- **True Believers**: 11%
- **Enlightened Environmentalists**: 11%
- **Healthy Realists**: 14%
- **Smapped Seekers**: 9%
- **Struggling Switchers**: 9%
- **Indifferent Traditionalists**: 25%
- **Resistant Non-Believers**: 14%

**Core Natural / Organic Segments**

Consumers who represent the leading edge of trends in the natural / organic industry.

**% of Total Shoppers**

- 44% of Total Shoppers
- 44% of Total Shoppers

**% of Total Natural & Organic Dollar Sales**

- 27%
- 17%
- 9%
- 7%

Source: IRI All Outlet Panel, Total US, 52 Weeks Ending 12/29/19

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All Segments Purchased Natural Products at Higher Rates During March Stock-Up Period – Less Engaged Segments Continue Spending at Higher Levels in April

More consumers across all NaturaLink segments bought natural products at a higher rate during the stock-up period.

This behavior demonstrates an opportunity to identify, understand and convert new shoppers and those buying naturally more often in response to health being increasingly top of mind.

Core consumers continue to spend at expected rates and lighter shoppers are driving a larger share of incremental growth.

Natural buyer count increased considerably during stock-up, although declined 5% post stock-up, driven by 1st two weeks following pantry loading.

Refrigerated Plant-Based Meat Alternatives Attracted New Buyers During Stock-Up Periods and Continue to Win Over Buyer Count and Basket Dollars Post Stock-Up

Overall buyer count for refrigerated plant-based meat during the stock-up period across a range of segments from core buyers to less engaged buyers increased 62%, with dollars up 51% from the prior year.

While core shoppers continue strong plant-based spending, emerging behavior in additional customer segments represents an opportunity for brands to better understand and effectively convert shoppers.

Source: IRI All Outlet Panel, Enhanced with SPINS Product Attribution; Quad Weeks Ending 3/22/20 & 4/19/20
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Forward Looking Considerations: New Economic Pressures Will Shape Shopper Behavior

Economic pressures and product availability are having an impact on category buying, but has not overpowered increased consumer demand for natural products.

We can use learnings from recent weeks’ shopper behavior, as well as the previous recession, to provide tips and identify emerging trends going forward.
Looking Forward, Many Consumers will Need to Employ Creative Shopping Solutions in Response to Rising Prices

Numerous factors impact pricing trends, including canceled promotions, lower supply and heightened costs given plant closures due to COVID-19. Consumers will look for sale items, larger sizes, private label options and potentially different product attributes to fit their choices within their available budgets.

Frozen & Refrigerated Meat, Poultry & Seafood Category
Weekly ARP % Change vs. YAG / Total U.S. MULO (NPI, NON-NPI)

<table>
<thead>
<tr>
<th>Date</th>
<th>NON-NPI</th>
<th>NPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/02/2020</td>
<td>1.8%</td>
<td>0.4%</td>
</tr>
<tr>
<td>02/09/2020</td>
<td>1.8%</td>
<td>0.9%</td>
</tr>
<tr>
<td>02/16/2020</td>
<td>3.5%</td>
<td>0.4%</td>
</tr>
<tr>
<td>02/23/2020</td>
<td>2.6%</td>
<td>3.1%</td>
</tr>
<tr>
<td>03/01/2020</td>
<td>3.3%</td>
<td>3.6%</td>
</tr>
<tr>
<td>03/08/2020</td>
<td>1.3%</td>
<td>2.8%</td>
</tr>
<tr>
<td>03/15/2020</td>
<td>4.9%</td>
<td>6.2%</td>
</tr>
<tr>
<td>03/22/2020</td>
<td>5.3%</td>
<td>4.9%</td>
</tr>
<tr>
<td>03/29/2020</td>
<td>6.5%</td>
<td>6.5%</td>
</tr>
<tr>
<td>04/05/2020</td>
<td>8.4%</td>
<td>6.5%</td>
</tr>
<tr>
<td>04/12/2020</td>
<td>8.2%</td>
<td>9.7%</td>
</tr>
<tr>
<td>04/19/2020</td>
<td>7.8%</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

Source: IRI MultiOutlet POS Data, Enhanced with SPINS Product Attributes; Quad week ending 4/19/20.
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Consumers Seeking Natural Options for Value During Uncertain Times Will Increasingly Turn to Private Label as in Past Recessions

Choosing Private Label Organic can be a strategy for balancing price increases across other categories. In 2008, Organic Private Label products grew 49% in dollar sales vs. branded counterparts at 8%.

**NPI Private Label Unit Growth Rates vs. NPI Category Growth**
4 Weeks Ending 4/19/20 vs. YAG / Total U.S. MULO (NPI)

<table>
<thead>
<tr>
<th>Category</th>
<th>NPI PL</th>
<th>Total U.S. MULO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flour*</td>
<td>+252%</td>
<td>+121%</td>
</tr>
<tr>
<td>Frozen Breakfast Foods</td>
<td>+156%</td>
<td>+52%</td>
</tr>
<tr>
<td>Bread &amp; Baked Goods</td>
<td>+12%</td>
<td>+19%</td>
</tr>
<tr>
<td>Cleaners &amp; Supplies</td>
<td>+120%</td>
<td>+37%</td>
</tr>
<tr>
<td>Oils &amp; Vinegars</td>
<td>+41%</td>
<td>+38%</td>
</tr>
<tr>
<td>Frozen &amp; RF Meat</td>
<td>+47%</td>
<td>+32%</td>
</tr>
<tr>
<td>RF Plant-Based Meat Alt</td>
<td>+133%</td>
<td>+78%</td>
</tr>
<tr>
<td>RF Cheese &amp; Plant-Based Cheese</td>
<td>+35%</td>
<td>+27%</td>
</tr>
<tr>
<td>Shelf Stable Fruit &amp; Veg</td>
<td>+53%</td>
<td>+28%</td>
</tr>
<tr>
<td>Vitamins &amp; Minerals</td>
<td>+1286%</td>
<td>+41%</td>
</tr>
</tbody>
</table>

Source: IRI MultiOutlet POS Data; Enhanced by SPINS Product Attribution; Quads End 04/19/2020 / *SPINS Subcategory
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Shoppers Engage in Natural Products Purchasing at High Levels Before, During, After the Stock-Up Period

Overall natural foods growth will continue but engaged natural shopper behavior will likely follow 2008 trends

Committed Natural Consumers Continued to Grow in Both Numbers and Spending

+13% increase in natural products spending from most committed\(^1\) shoppers

+12% increase in natural products spending from medium\(^2\) shoppers

Less Engaged Shopper Patterns Reduced Spending

-1.6% decrease in natural products spending from less engaged\(^3\) shoppers

2009 vs. 2008

NPI Annual $ Sales Growth

Despite economic headwinds, natural products continued solid growth during and after the Great Recession. Growth is expected through the upcoming recession, further boosted by consumer desire for proactively maintaining and strengthening their health.

1 – 20% of Shoppers / 2 – 25% of Shoppers / 3 – Bottom 55% of Shoppers

Recession generally classified as Dec 2007 – June 2009 / Markets and mortgage market collapsed through 2008 with bank bailouts in Jan 2009

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Opportunities Going Forward

Understanding the Natural and Wellness-Focused Shopper for the Near Future

• As consumers minimize risk of exposure to COVID-19, shopping trips have decreased dramatically, enhancing importance of channels carrying specialty and wellness products.
• Consumers will remain focused on proactive self-care through both the products they ingest (food, supplements), home care (cleaners) and personal care (lotions, soaps).
  – In the past recession, Vitamins and Minerals increased 14% in dollar sales (vs. 7% overall for natural products) in mainstream outlets as consumers practiced self-care to avoid illness and doctor's visits.
• Consumers will continue to expect increased support for personalized dietary preferences to purchasing patterns, particularly as distinctions between internet and brick and mortar experiences blur.
• Bifurcation in buying behavior will probably accelerate, as in the 2008 recessionary period.
  – Cash-available households cooking at home will seek innovative products and inspiration amidst clean ingredient profiles and functional foods.
  – Cash-strapped households will seek trade-offs to continue their lifestyle choices, seeking value pricing, private label options, larger sizes and more cross outlet shopping.
  – The more engaged in NPI products, shopper’s behavior will likely index higher, based on their current economic status.
• Decreased velocity of innovation from start ups is likely as the environment will be more difficult to navigate and additional resourcing needed will create barriers to entry.
Brand Strategies to Navigate Growth During Uncertain Times

Lessons From the Past, Along With Recent Emerging Trends, Provide a Road Map for Success

• Understand your consumer’s engagement with natural foods
  – Design strategies for your core natural shoppers to maintain and grow their buy rates
  – Focus on value strategies for holding your less engaged shoppers

• Identify new buyers to your brands along with their behaviors, build conversion strategies and actively engage them through targeted marketing and communications
  – Leverage lifestyle and ingredient-based product attributes and customer segmentation to effectively navigate the underlying dynamics of today’s natural marketplace, identify emerging trends and build personalized conversations

• Refine and have a fluid channel strategy to support the new normal
  – Build effective sales strategies for both brick and mortar and the growing importance of e-commerce
  – Create experiences supporting the Natural consumer’s desire for detailed product information and transparency
  – Leverage pricing and promotion analytics to best fit pricing and promotions by channel
  – Ensure brands have the appropriate price pack architecture to meet future needs
Insights and Strategic Guidance for Better Decisions

IRI’s Online Resources Include Real-Time Updates and Weekly Reports Which Track the Impact of the Virus on CPG and Retail

The IRI COVID-19 Impact
Includes COVID-19 impact analyses, dashboards and the latest thought leadership on supply chain, consumer behavior, channel shifts for the U.S. AND international markets

The COVID-19 Dashboard and The IRI CPG Demand Index™
IRI Inflation Tracker™ and IRI Supply Index
Accessible through the insights portal to track the daily impact of COVID-19. This includes top selling and out-of-stock categories across the country and consumer sentiment on social media
The Latest COVID-19 Reports and Insights from IRI (click to see full report)

IRI COVID-19 IMPACT ASSESSMENT REPORTS

- **UPDATES:**
  - COVID-19 and the Economy
    - Tracking the Dramatic Pivot of U.S. Consumer and Shopper Behavior
    - Covid-19 Impact on CPG and Retail Impact of COVID-19
- **IRI Thought Leadership:**
  - COVID-19 Impact on CPG and Retail
    - Consumers Provide a Pessimistic View of Coming Months
- **COVID-19 and the Economy:**
  - Then and Now: Consumer CPG Behavior During Economic Downturns
  - COVID-19 Impact on CPG Retail
    - Anticipating Life After COVID-19

THE CHANGING SHAPE OF THE CPG DEMAND CURVE

- **PART 1 - THE CHANGING SHAPE OF THE CPG DEMAND CURVE**
  - Maintaining Pricing Discipline During a Recession
  - Anticipating Life After COVID-19

LESSONS FROM THE GREAT RECESSION

- **PART 1 - HOW THE GREAT RECESSION RESHAPED THE CPG DEMAND CURVE**
  - Special COVID-19 Series: Reshaping Your Strategies
- **PART 2 - MAINTAINING PRICING DISCIPLINE DURING A RECESSION**
  - Special COVID-19 Series: Reshaping Your Strategies
- **PART 3 - HOW BIG BRANDS PERFORMED DURING THE GREAT RECESSION**
  - Special COVID-19 Series: Reshaping Your Strategies
The IRI CPG Demand Index™ provides a standard metric for tracking changes in spending on consumer packaged goods. It measures weekly changes in consumer purchases, by dollar sales, against the year-ago period across departments including fixed and random weight products, grocery aisles and retail formats. The IRI CPG Demand Index™ is available for eight U.S. regions and all U.S. states.
The IRI CPG Inflation Tracker™ provides the well-known price per unit metric for tracking changes in pricing of consumer packaged goods. It provides weekly changes in consumer prices, price per unit against the year-ago period across departments including fixed and random weight products, grocery aisles and retail formats. The IRI CPG Inflation Tracker™ is available for eight U.S. regions and all U.S. states.
IRI CPG Supply Index™

The IRI CPG Supply Index™ provides a standard metric for tracking changes in product availability (i.e. in-stock rates) in stores for consumer packaged goods. It measures weekly changes in product availability against the baseline across departments and retail formats. The IRI CPG Supply Index™ is available for eight U.S. regions and all U.S. states.
questions & answers
thank you!