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DIGITAL RESEARCH INSIGHTS

**BY: THINKING HATS
CONSUMER INSIGHTS**

In India, COVID-19 has created a paradigm shift in consumer behaviour, and one of the areas of impact has been Purchase Behaviour

Thinking Hats conducted a Digital Survey via. its proprietary platform **'APPtitude' to understand the impact of COVID-19 on the consumer's purchase behavior**





With Stocking as a new norm,

**On an average,
a consumer has stocked up
groceries for**

3 weeks



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More than half of the consumers **(61%)** have purchased

2X or more

quantity of groceries than they usually purchase.



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The following categories saw a spike in purchase -



**BEVERAGES
(16%)**



**PACKAGED FOODS
(17%)**



**DAIRY PRODUCTS
(20%)**



**DRY FOODS
(21%)**





While the government is taking measures to ensure the regular supply of essentials,

Few product categories are facing disruption in supply



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A shortage of food supplies was noticed in the following categories



**FRESH FOODS
(31%)**



**FROZEN FOODS
(25%)**



**READY TO EAT
(25%)**





With ever increasing demand for sanitizer, disinfectants etc. a paucity of household cleaning products (27%) was observed.



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The fear of running out of essentials has also led to shortage of personal care products like shampoos, toothpaste, soaps (29%).



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THANK YOU

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