GLOBAL – JULY

The COVID-19 Resurgence Persists in the US; France Is Wary of a Potential Second Wave

Source: New York Times data via Tableau.
Note: Graph starts on January 23, 2020. The February 13 data point for China (15,141) was removed as an outlier. Graph reports seven-day rolling averages, using the midpoint date, normalized to the first-observed peak in new daily cases by country, which occurred on February 7 in China (approximately 3,300 cases), March 30 in France (approximately 4,500 cases), and April 7 in the US (approximately 31,700 cases).
[1] R0, or reproduction number, indicates how contagious an infectious disease is.

GLOBAL – JULY

Consumers in the US and France Have Heightened Fears That the Worst Is Yet to Come…

Steep increase in virus concerns, reflecting the recent surge in US and global cases

Sources: BCG COVID-19 Consumer Sentiment Survey, March 13–July 19, 2020 (N = 1,800–3,500), unweighted, representative within ±3% of census or national demographics.
Note: Question text: "How much do you agree with each of the following statements about the coronavirus?" Data available beginning March 14.

… Although They Express No Corresponding Changes in Economic Concerns or Behavioral Sentiment

There will be a recession due to the coronavirus (%)

I am worried about my personal finances due to the coronavirus (%)

I'm trying to avoid public spaces as much as possible due to the coronavirus (%)

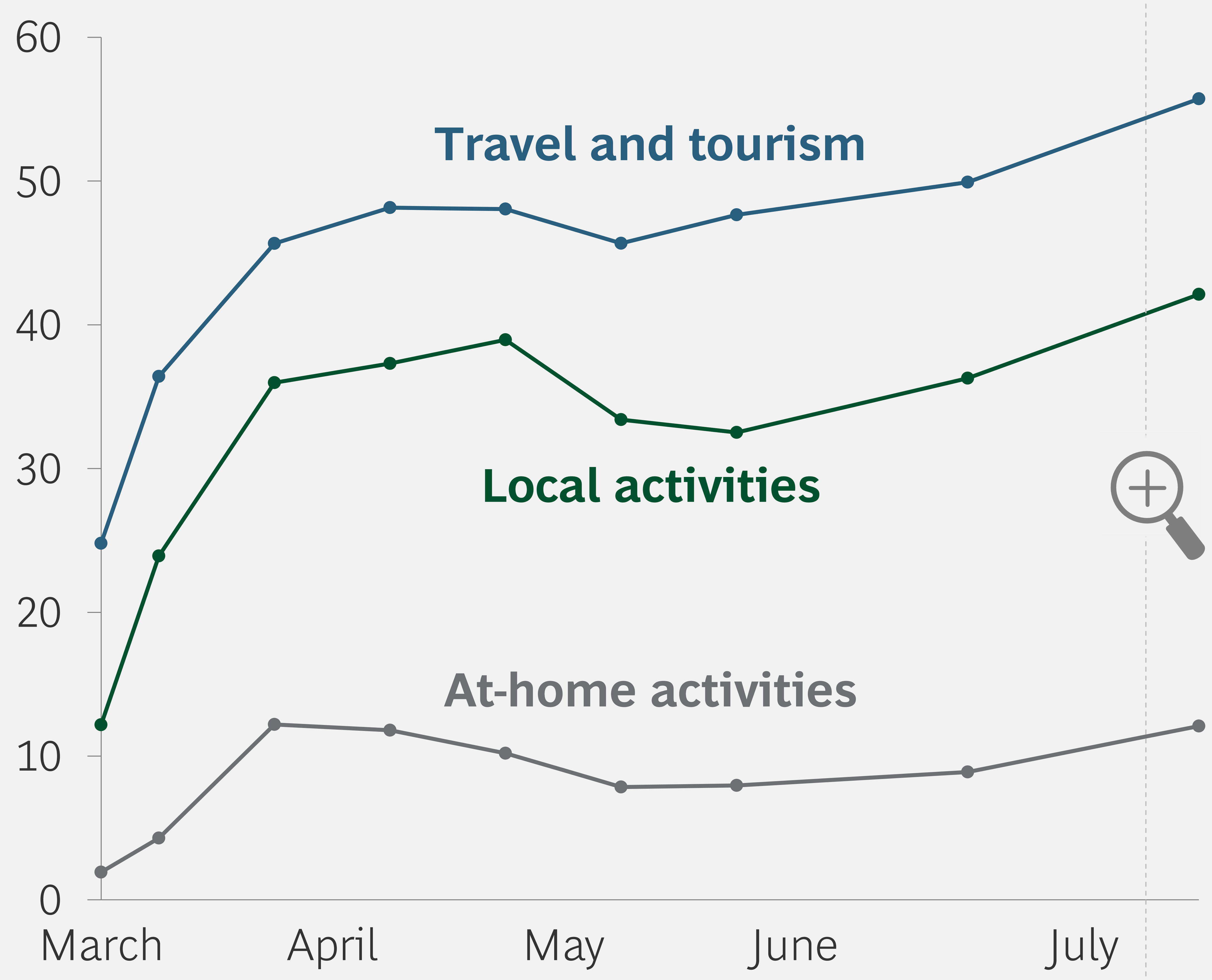
Sources: BCG COVID-19 Consumer Sentiment Survey, March 13–July 19, 2020 (N = 1,800–3,500), unweighted, representative within ±3% of census or national demographics.
Note: Question text: "How much do you agree with each of the following statements about the coronavirus?" Data available beginning March 14.

US – JULY

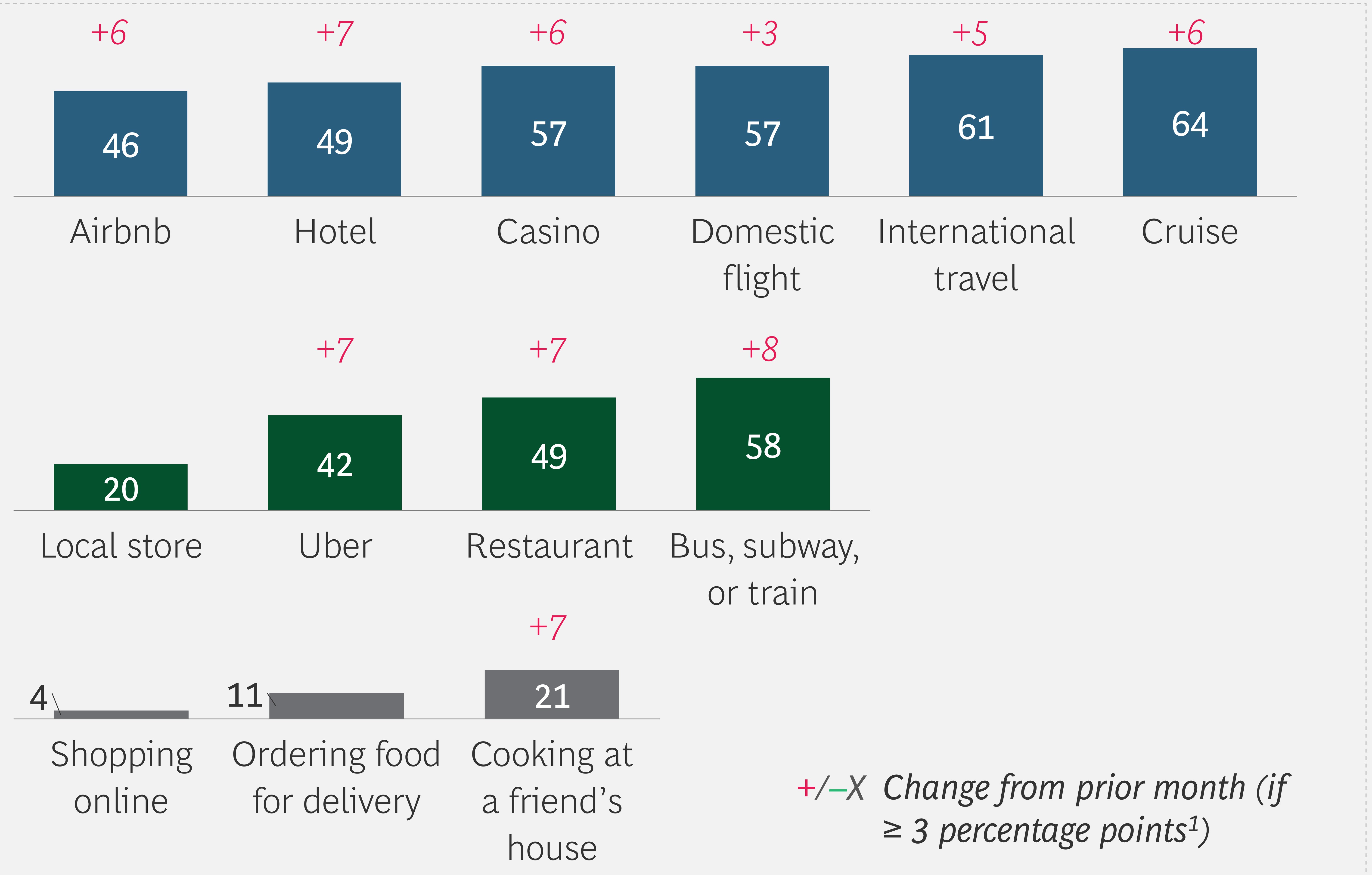
In the US, the Coronavirus's Spread Is Driving New Peaks in Concern About All Out-of-Home Activities Except Shopping at Local Stores (Unchanged Since June)

Respondents who are worried about catching the coronavirus from the following activities (%)

Activity categories over time



Individual activities, July 2020



Sources: BCG COVID-19 Consumer Sentiment Survey, March–July, 2020 (N = 2,400–3,500), unweighted, representative within ±3% of census demographics.
Note: Question text: "You mentioned you would be concerned about [activity]. What part of the experience concerns you? Select all that apply."
[1]No net change number is shown for categories that changed by less than 3 percentage points.

GLOBAL – JULY

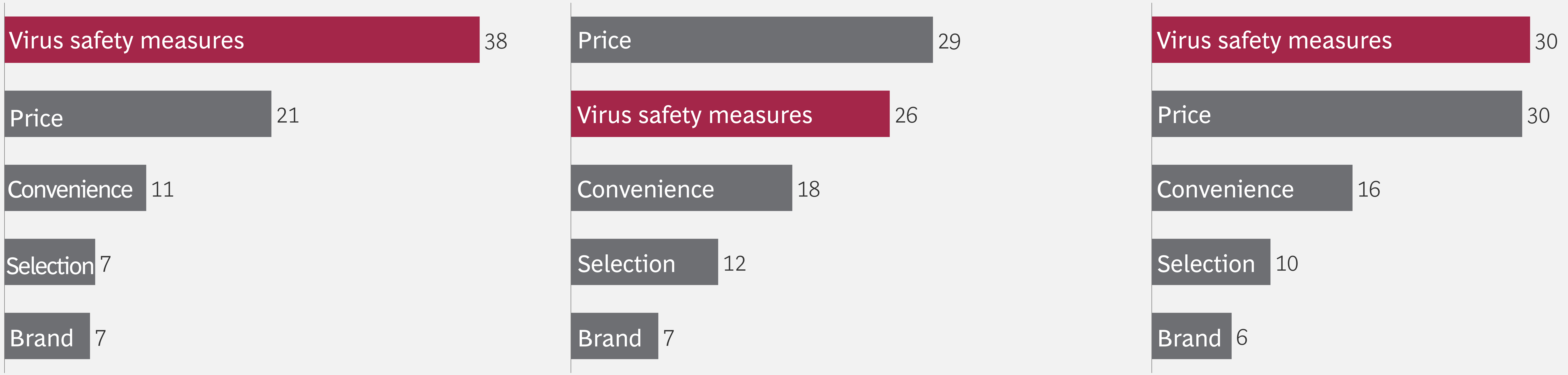
US Consumers Once Again Rank Virus Safety Measures as the Top Factor They Consider in Choosing Where to Shop

US respondents rating each attribute as a top decision driver in choosing where to shop (%)

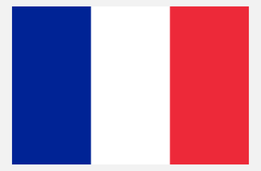
May: Virus safety is top of mind for ~40% of US consumers

June: Virus concerns in the US recede as COVID-19 cases plateau

July: Virus safety is once again most important as the resurgence continues



Ranking of virus safety measures as a top decision driver in choosing where to shop, in China and France

	#1	#1	#1
	#1	#2	#2

Sources: BCG COVID-19 Consumer Sentiment Survey, May–July, 2020 (N = 3,000–3,400), unweighted, representative within ±3% of census or national demographics.
Note: Question text: “What are the top things you look for when selecting where to shop?"

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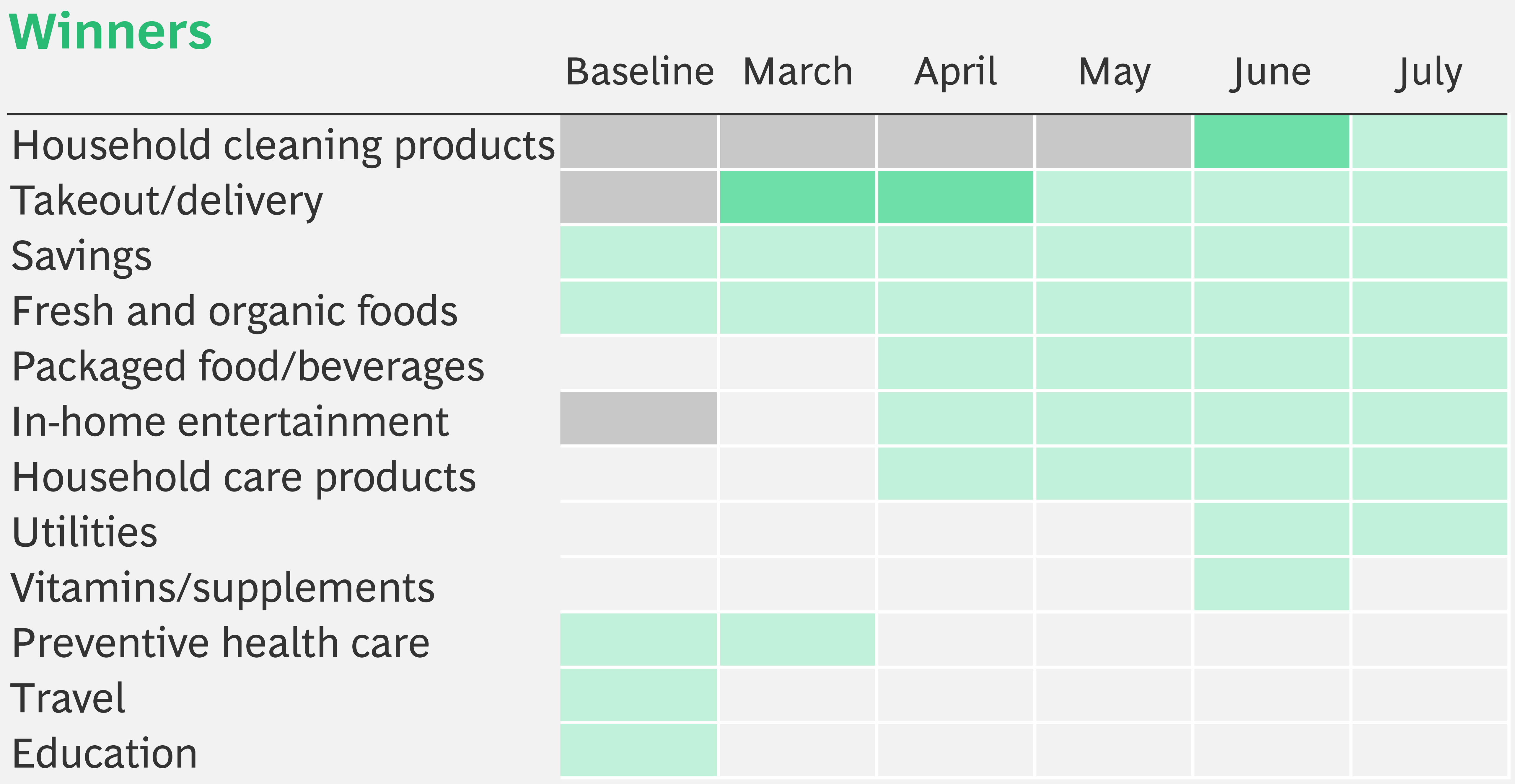
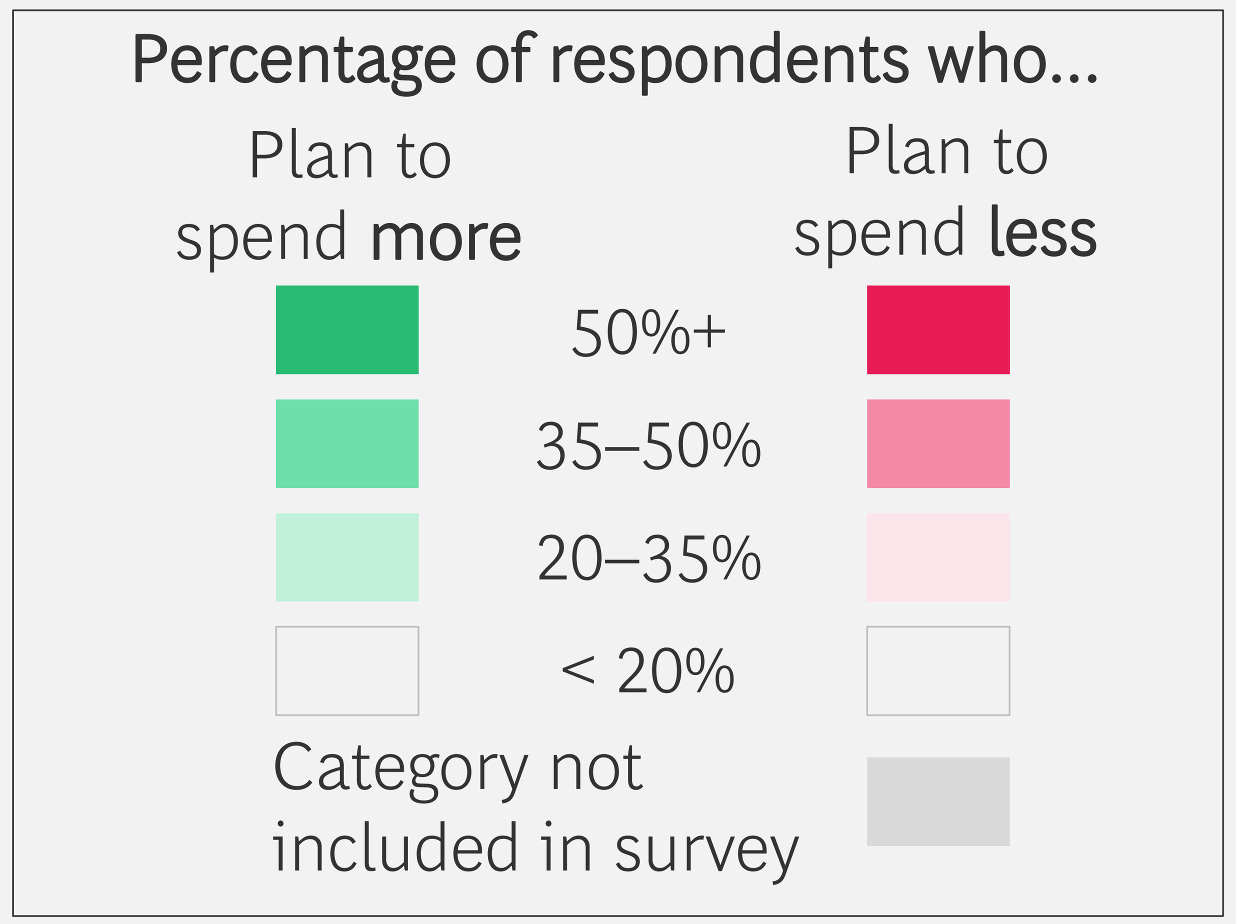
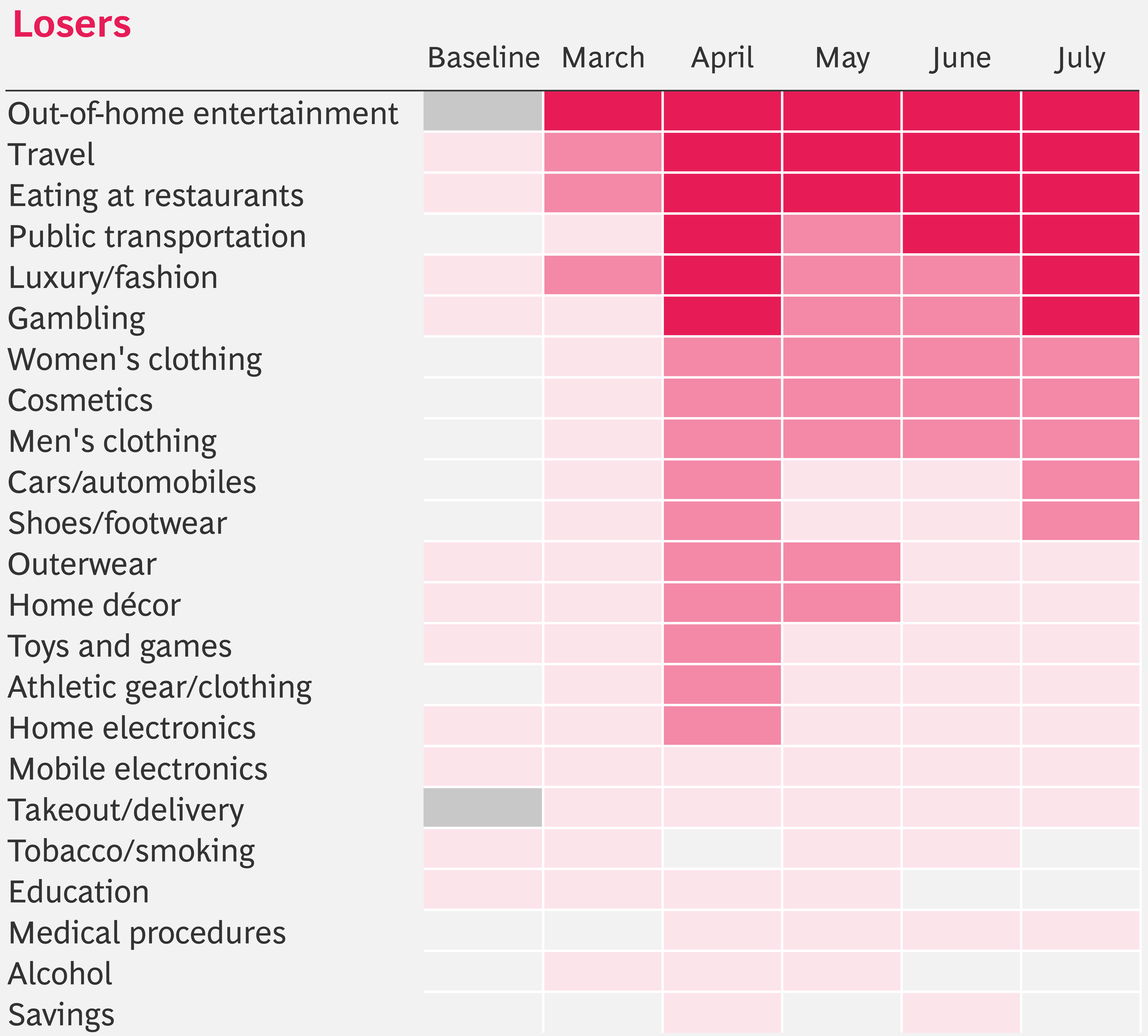
At the Category Level, a Minor Trend Reversal Reflects the Resurgence, with July Consumer Sentiment More Closely Resembling May Than June





After slightly easing, expected spending on some categories has turned more negative

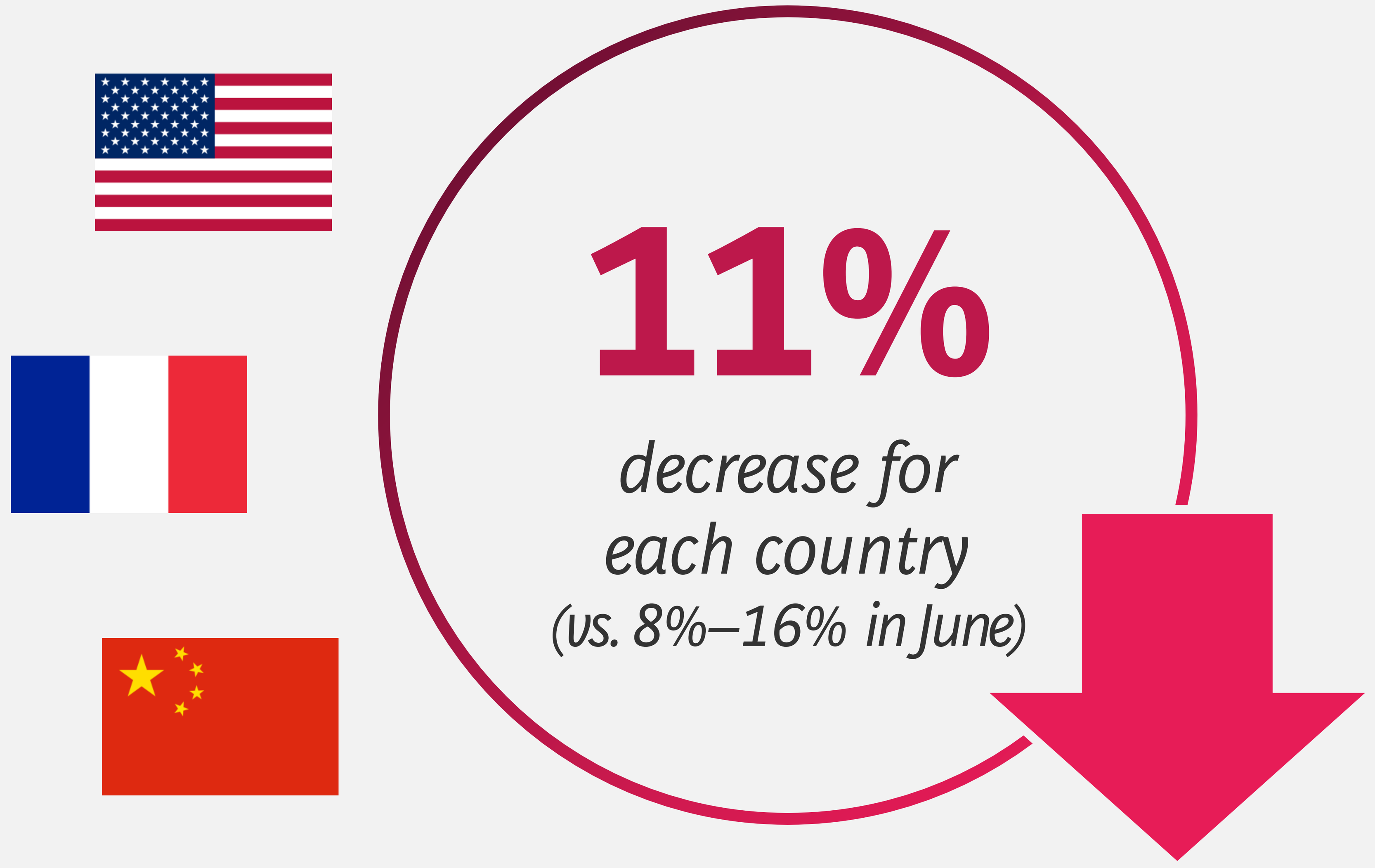


Sources: BCG COVID-19 Consumer Sentiment Survey, March 6–July 19 (N = 2,400–3,500), unweighted, representative within ±3% of US census demographics.
Note: Baseline data is from the March 6–9 survey. Monthly averages include all data from surveys conducted during that month. Categories listed here exclude baby/child food, childcare, and children's clothing. Question text: "How do you expect your spend to change in the next 6 months across the following areas?"

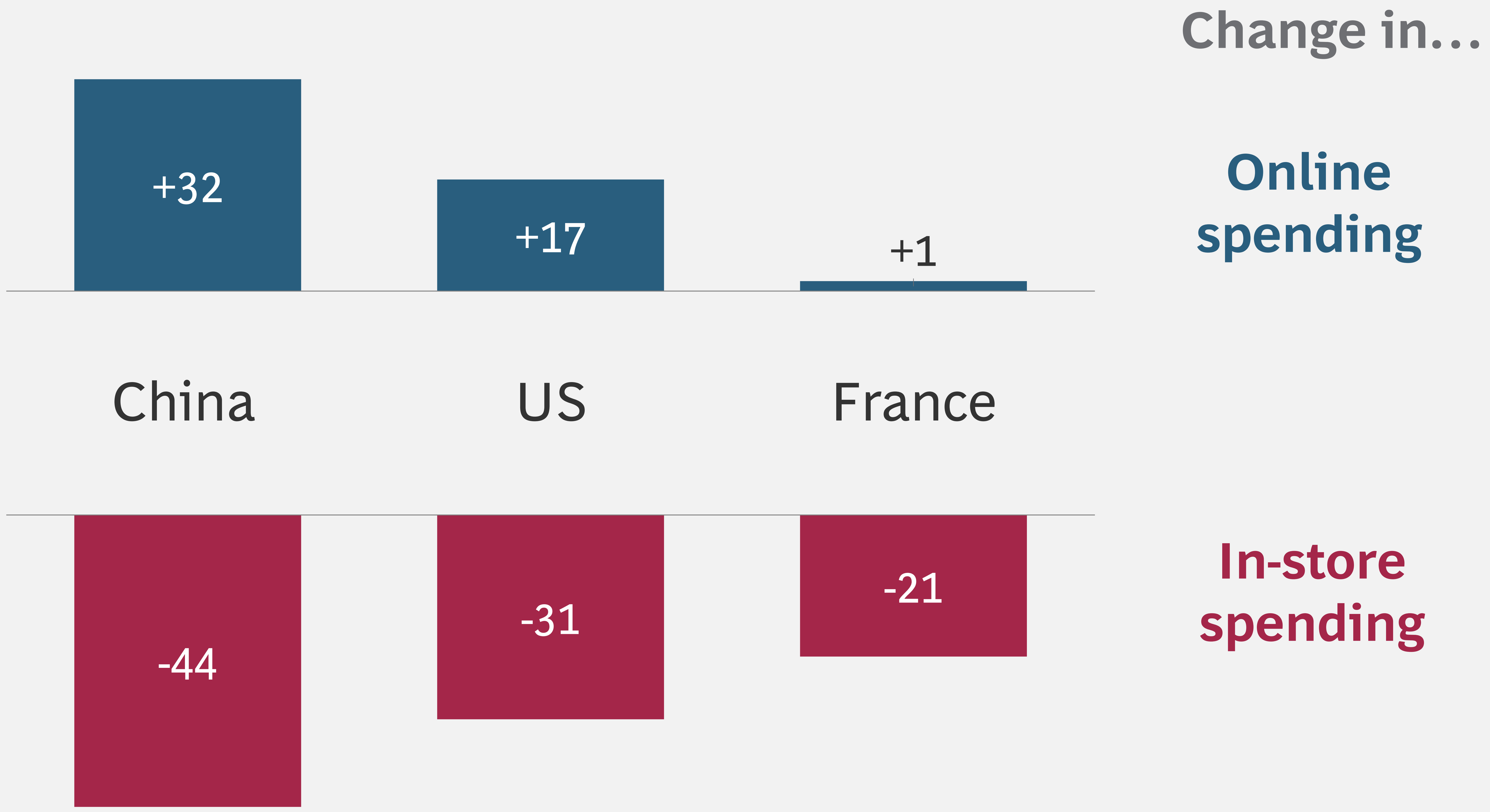
Still, Overall Spending Expectations and Channel-Specific Behaviors Remain Relatively Steady Month over Month

Net percentage of respondents planning to spend more in the next month than before the outbreak (%)

Overall spending



Spending by channel type



Sources: BCG COVID-19 Consumer Sentiment Survey, June–July, 2020 (N = 3,000–3,400), unweighted, representative within ±3% of census or national demographics.
Note: Question text: "In the next month, what do you expect your spend to be relative to before the coronavirus outbreak?"

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Even as the Pandemic Has Worsened, US Consumers Have Held Their Activity Levels Steady, with Minimal Month-over-Month Changes Observed

Net percentage of US respondents today versus before the outbreak (%)

Sources: BCG COVID-19 Consumer Sentiment Survey, June–July, 2020 (N = 3,000–3,400), unweighted, representative within ±3% of US census demographics.
Note: Question text: "Which of the following best describes how your behavior across the following activities has changed due to the coronavirus?"
[1]No net change number is shown for categories that changed by less than 3 percentage points.

The COVID-19 Resurgence Is Likely to Delay Recovery as Many US Consumers Have Become Less Willing to Resume Activities Even with Safety Measures

Sources: BCG COVID-19 Consumer Sentiment Survey, June–July, 2020 (N = 3,100–3,400), unweighted, representative within ±3% of census demographics.
Note: Respondents who selected "N/A – I never/rarely did this, even before the coronavirus" are excluded. Question text: "When will you begin [activity] again?" Because of rounding, not all bar chart totals add up to 100%.

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The Resurgence Is Also Prolonging the Anticipated Return of Normal Spending Patterns for Many US Consumers

Sources: BCG COVID-19 Consumer Sentiment Survey, June–July, 2020 (N = 3,100–3,400), unweighted, representative within ±3% of census demographics.
Note: Respondents who answered "N/A – I never/rarely did this, even before the coronavirus" or who answered previously that they had never done the activity (for travel and tourism only) are excluded. Question text: "When do you think you will begin [activity] again?" and "When do you think your spend would return to "normal" (i.e., similar to before the outbreak)?" Because of rounding, not all bar chart totals add up to 100%.