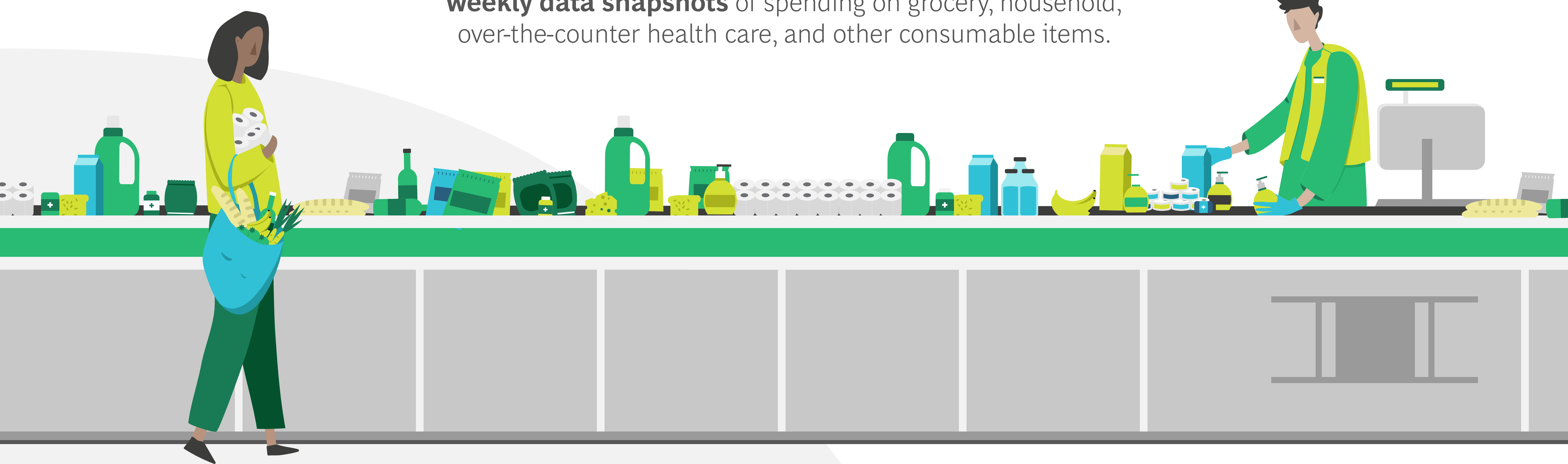


Tracking Spending on Food and Household Goods Amid COVID-19

Boston Consulting Group and IRI are offering **weekly data snapshots** of spending on grocery, household, over-the-counter health care, and other consumable items.

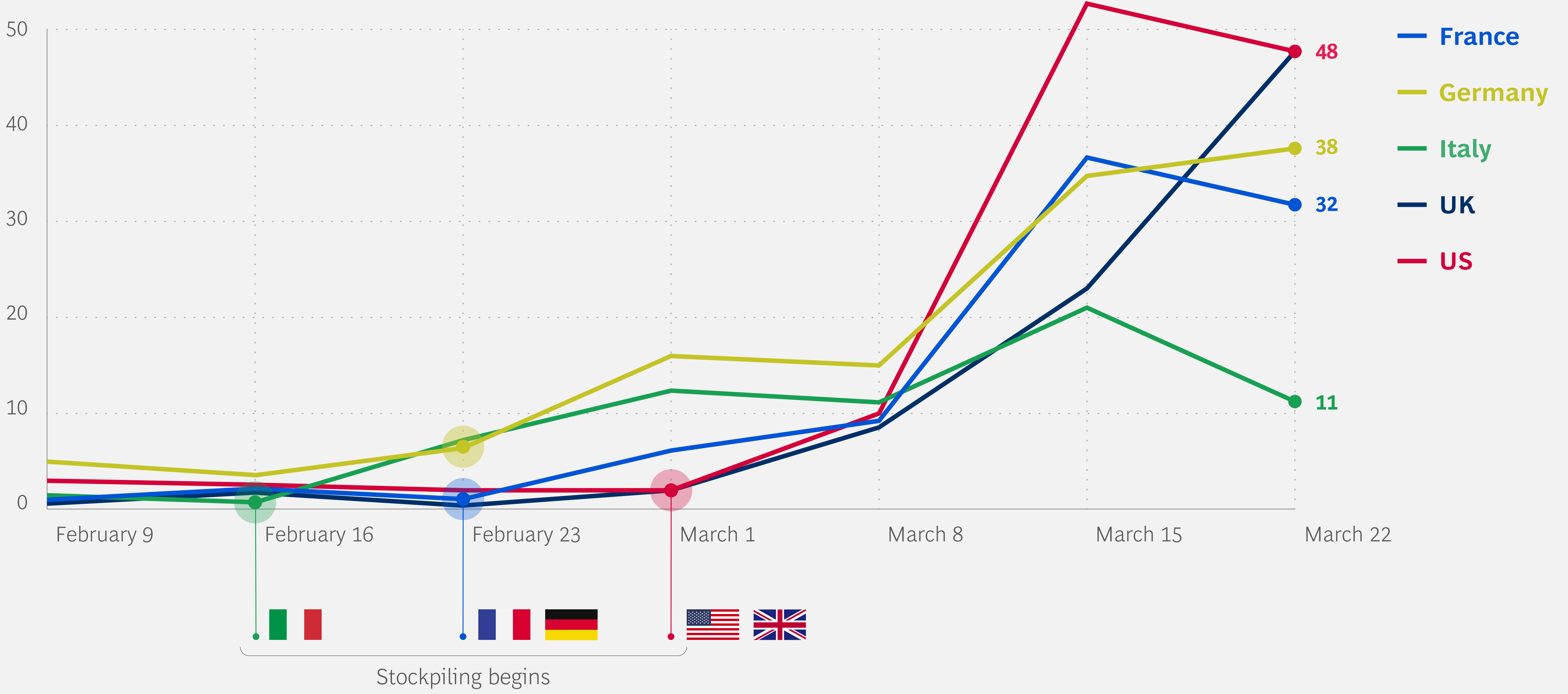


Except in the UK, Spending Has Started to Stabilize

Large swaths of the German and US economies shut down during the week ending March 22, as the realities of life under lockdown began to hit home.

We focus on **Italy, France, Germany, the UK, and the US**, countries at different stages of disease progression.

YEAR-OVER-YEAR CHANGE IN WEEKLY SPENDING (%)



Spending Increases in Key Household Categories Have Dropped From Crazy-High to Super-High Levels

Leveling of demand or out-of-stock inventory may be responsible for smaller increases in spending from the prior week.

YEAR-OVER-YEAR CHANGE IN SPENDING FOR WEEK ENDING MARCH 22 (%)

	HOUSEHOLD GOODS				FOOD				
	Paper products	Home care	OTC health care	General merchandise	Packaged foods	Frozen food	Beverages	Baby food and care	Alcohol
France	98	58	0	NA	50	64	22	36	-2
Germany	105	75	39	36	54	46	23	9	18
Italy	33	30	30	-42	20	37	6	9	9
UK	83	81	122	33	70	84	45	112	59
US	98	75	60	20	76	93	28	42	40



SOURCE: IRI point of sale data ending week of March 22.

NOTE: Data collected from grocers, pharmacies, convenience, and big box retailers, excluding Costco. Open-air markets in Italy are also excluded.