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## stay in step with CONSUMER SHOPPING BEHAVIORS

As consumers adapt to their new normal, Meredith's family of brands is helping them live, work, eat, learn, play, and shop. This newsletter leverages our e-commerce expertise — which comes from driving \$1B in digital retail sales last year — with our proprietary data and surveys, to create a snapshot of today's shopper landscape.



What's the magnitude of the shift that we are seeing?

53%
of women now report more time spent shopping

online

Average click-to-cart to Amazon Fresh from Allrecipes.com jumped almost

**80%** since March 15



Shopping lists in March saw large increases in bread recipes, family meals, and beef main dishes

····· TOP 5 SITES driving clicks/purchases in the past two weeks ······

Better Homes & Gardens

Health InStyle People REALSIMPLE

## What are our consumers buying across our digital experiences?



1. ANYTHING CORONAVIRUS-RELATED:

Hand sanitizers, cleaning supplies, emergency preparedness items and air purifiers.



2. TECHNOLOGY: iPads, Nintendo Switch and Amazon Fire Tablets. Products that help keep kids busy while parents work from home (and keep adults entertained, too).



3. BIG SALES: Surprise sales at retailers and brands like Coach, Le Creuset, Nespresso, Nordstrom and Tory Burch. Both sitewide sales and specific deals of the day.



4. HOME: Healthy home items like diffusers, humidifiers and vacuums (especially Dyson deals). Office supplies/furniture, such as chair cushions, desk chairs, ergonomic keyboards, and mouses. Inexpensive buys to set up an in-home office.



5. CELEB-LOVED PRODUCTS: We're still seeing our readers shopping for <u>celebrity</u> recommendations, e.g., Reese Witherspoon's comfy sandals, <u>Meghan Markle's favorite</u> lipstick, and Chrissy Teigen's handbag.



**HONORARY MENTION:** Gardening and pets are on the rise!

**SO WHAT?** If your products aren't providing health improvement or home improvement (which includes keeping the kids busy!) you can still grab consumers' attention with big sales or celebrity affiliations.

What is affecting consumers' purchase decisions in-store and online?

company values .....

89%

are monitoring companies' behavior re: treatment of employees – layoffs, paid sick days, giving back

**65%** 

are saying this is likely to affect future purchasing decisions

**SO WHAT?** It is important to have a clear set of company values that show you are supporting the community.





are open to buying brands they have never tried before



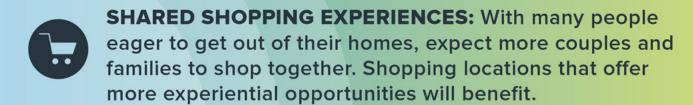
are buying brands they don't typically purchase

**SO WHAT?** Advertising right now is essential to keep your brand top of mind. When you do, be clear and concise — 93% of consumers are looking for clear information about product function and benefits.

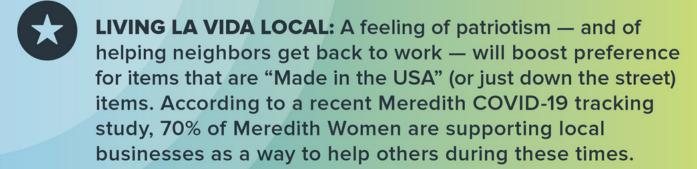
## ..... in the words of consumers .....

66 I'm paying attention to ads more than ever because a lot of my usual brands are disappearing off the shelves, and I want to be more cognizant of other stuff to look for.









Interested in getting more consumer behavior insights?

Just reach out to your Meredith Sales contact!



Sources: Meredith Consumer Pulse: COVID-19 Wave #2, 3/31/2020; Meredith Consumer Pulse: COVID-19 Wave #3, 4/7/2020; PEOPLE Insiders Panel Study

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