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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.



1 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

2

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 mice. Inexpensive buys to set up an in-home office.



5. CELEB-LOVED PRODUCTS: We're still seeing our readers shopping for [celebrity recommendations](#), e.g., Reese Witherspoon's comfy sandals, [Meghan Markle's favorite 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.

3 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.

..... *shortages on shelves*



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*

“ 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. ”

4

Looking ahead: summer predictions post COVID



SHARED SHOPPING EXPERIENCES: With many people eager to get out of their homes, expect more couples and families to shop together. Shopping locations that offer more experiential opportunities will benefit.



SMALL REWARDS: As COVID-19 restrictions are lifted, consumers will shift from buying daily necessities to treating themselves to items such as beauty, fashion and travel accessories.



LIVING LA VIDA LOCAL: A feeling of patriotism — and of helping neighbors get back to work — will boost preference for items that are “Made in the USA” (or just down the street) items. According to a recent Meredith COVID-19 tracking study, 70% of Meredith Women are supporting local businesses as a way to help others during these times.

Interested in getting more consumer behavior insights?
Just reach out to your Meredith Sales contact!

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*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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