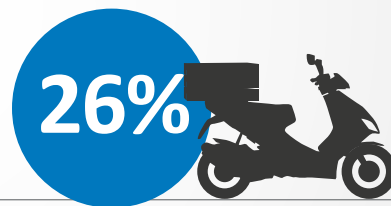


Consumer Sentiment in France — COVID-19's Impact on Food, Sports, Beauty, and Toys

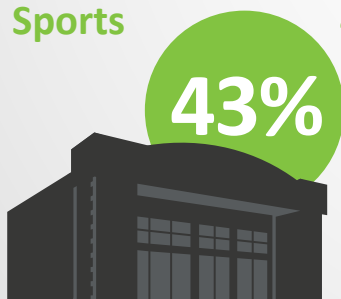
As the deconfinement phase continues in France, consumer behavior across many industries has changed. **Here is a look at what our data has revealed about the industries we track in France.**

Foodservice

26% said they used delivery services during the lockdown. Will this trend continue?



Sports



43% would not be willing to wait more than 5 minutes to get inside a store. 20% would not wait at all.

Beauty



52% said promotions/deals are the main driver to visit a store for a non-essential purchase post-lockdown.

Toys In the first two post-lockdown weeks, sales grew by over 50%. This made up for 1/3 of the losses linked to the lockdown.*



As consumers get back to stores and restaurants, it will be important to monitor changes in behavior and attitudes related to retail and foodservice. Progressing through the phases of business recovery in France will require making decisions based on the latest data and deep industry expertise. We are here to support your business. Let us know how we can help.

Source: The NPD Group/COVID-19 Foodservice Sentiment Study, France, May 2020, and COVID-19 Study, France, May 2020

*Source: The NPD Group/Retail Tracking Service, France, Week 21 2020 vs. 2019

Get more insights like this. Contact your NPD account representative or email contactnpd@npd.com.

