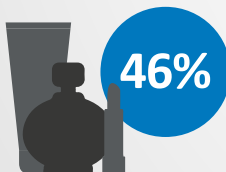


Consumer Sentiment in Germany — COVID-19's Impact on Food, Sports, Beauty, and Toys

Shopping behaviour in Germany has changed as a result of the COVID-19 crisis. Consumers tell us enhanced sanitation and enforcement of social distancing measures will make them more comfortable during their shopping experiences. **Here's a closer look at the data ...**

Beauty

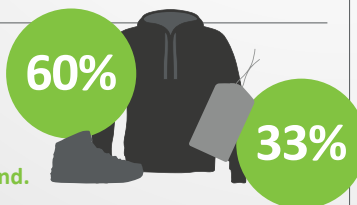
50% of beauty shoppers acknowledge their purchase decisions are influenced by promotions. Free samples and free delivery for e-commerce are also key criteria in the purchase decision.



46% of beauty consumers would go shopping without a specific product in mind.

Sports

60% would only shop for athletic shoes and clothing with a specific product in mind.



33% said price and promotion are the key influencing factors for purchasing. 34% said product's look and feel is more important.

Toys

68% of parents report they would take their children to go shopping for toys.

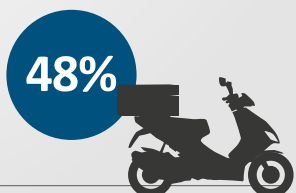


30% of all consumers said the #1 reason to purchase toys is to get "whatever the kids want."

Foodservice

Maintaining social distance was the top-ranked restaurant initiative that would encourage consumers to eat or drink away from home again.*

48% used delivery services during the lockdown. 36% ordered delivery in order to treat themselves.*



As consumers return 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 Germany 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 Study, May 2020

**Source: The NPD Group/COVID-19 Foodservice Sentiment Study, Germany, May 2020*

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

