

# SHOPPING DURING THE PANDEMIC

A Global Advisor survey

21 January, 2021

SHOP

<https://www.ipsos.com/en/how-shopping-and-eating-out-has-changed-during-pandemic>

GAME CHANGERS

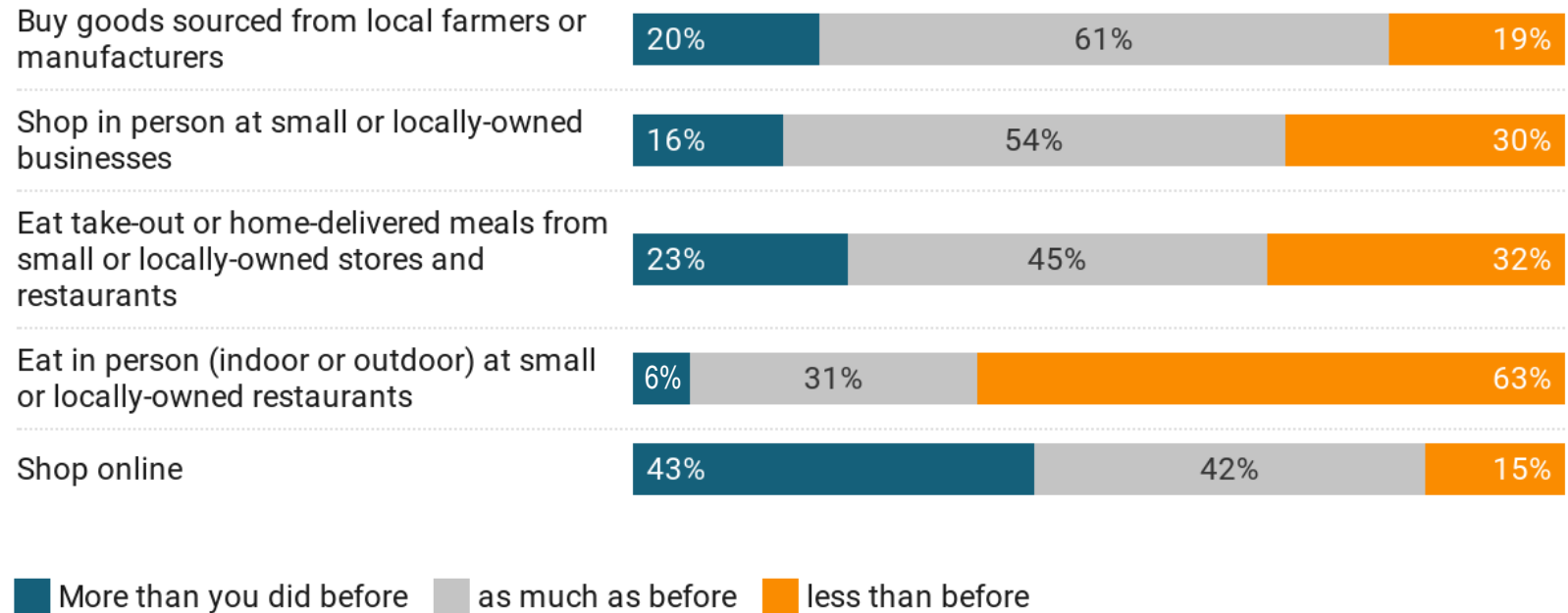


# OVERVIEW

GLOBALLY, PEOPLE DID NOT CHANGE THEIR SHOPPING HABITS AT SMALL OR LOCALLY-OWNED BUSINESSES DURING THE PANDEMIC, EXCEPT FOR EATING IN-PERSON AT RESTAURANTS.

HOWEVER, THEY MASSIVELY WENT SHOPPING ONLINE.

## All countries



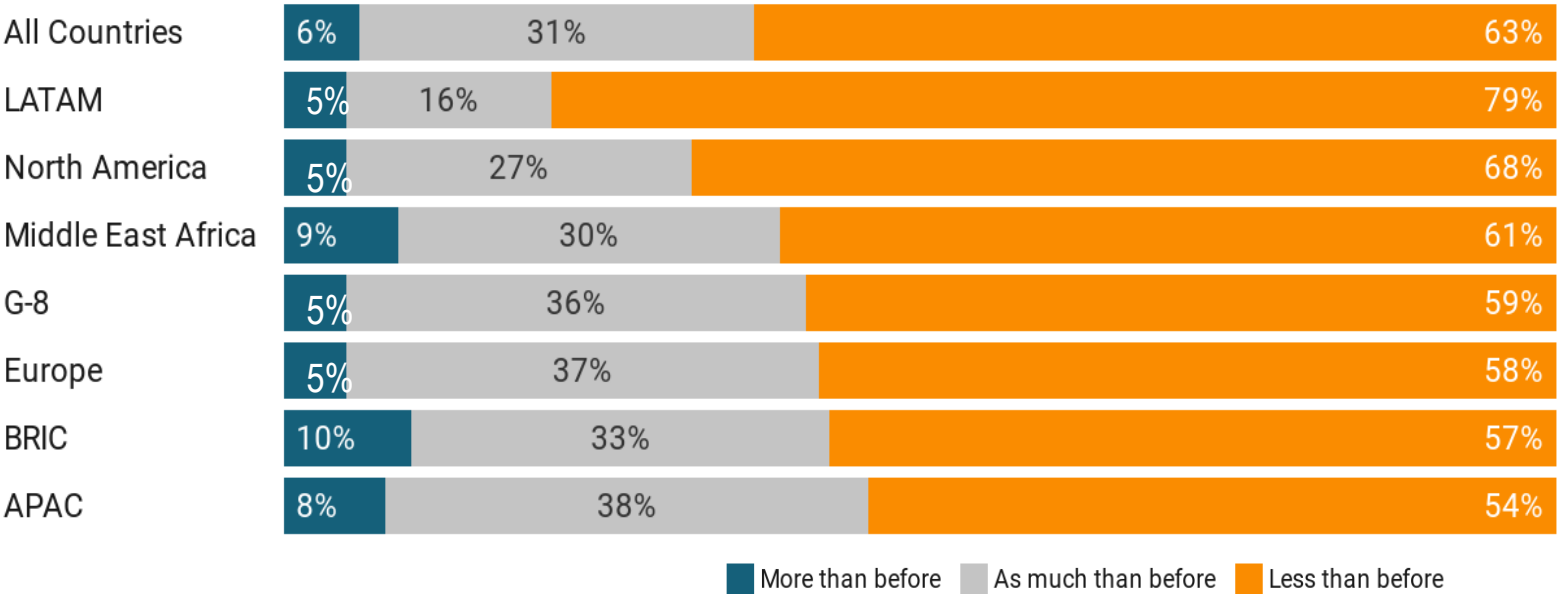
Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before

Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020.

1.

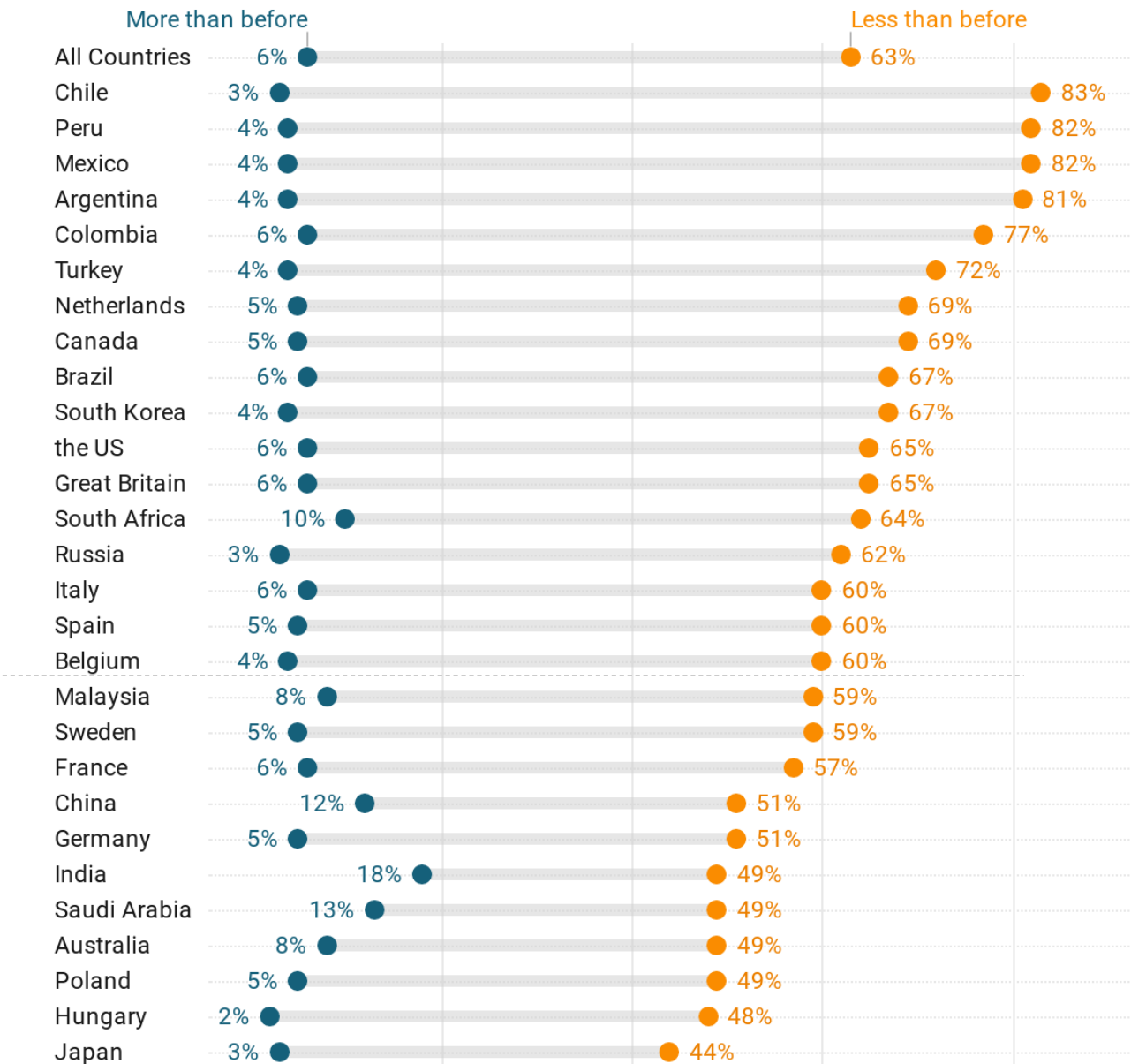
**EATING IN-PERSON AT  
SMALL OR LOCALLY-  
OWNED RESTAURANTS**

PEOPLE HAVE BEEN EATING IN-PERSON AT SMALL OR LOCALLY-OWNED RESTAURANTS SIGNIFICANTLY LESS SINCE THE COVID OUTBREAK, ESPECIALLY IN LATAM AND NORTH AMERICA.



Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – Eat in-person (indoor or outdoor) at small or locally-owned restaurants..

Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020



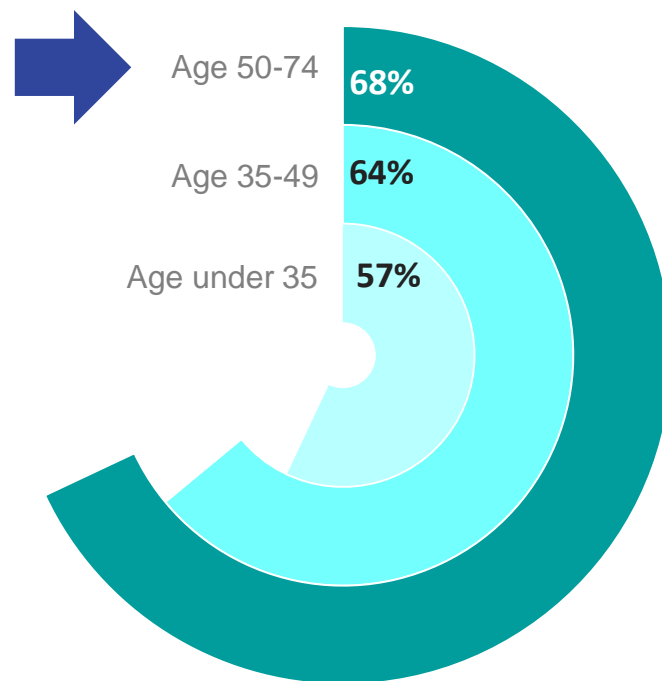
**MORE THAN 80% OF PEOPLE IN CHILE, PERU, MEXICO, AND ARGENTINA SAY THEY'VE EATEN LESS IN-PERSON (INDOOR OR OUTDOOR) AT SMALL OR LOCALLY-OWNED RESTAURANTS.**

*Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – Eat in-person (indoor or outdoor) at small or locally-owned restaurants*

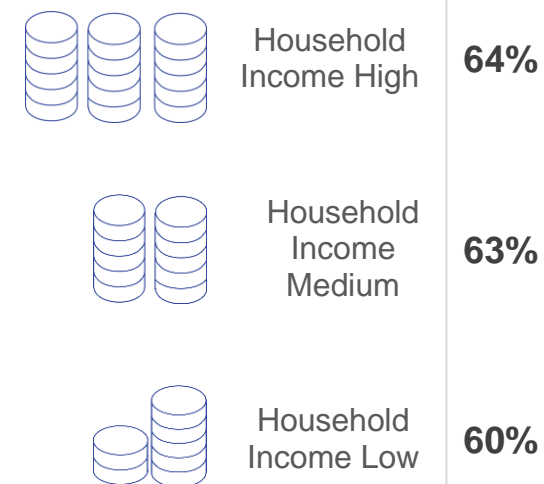
Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020



# WORLDWIDE, 68% OF THOSE AGED 50-74 AND 66% OF WOMEN SAY THEY'VE BEEN EATING LESS IN-PERSON AT SMALL OR LOCALLY-OWNED RESTAURANTS.



All, all countries: 63%



Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – Eat in-person (indoor or outdoor) at small or locally-owned restaurants..

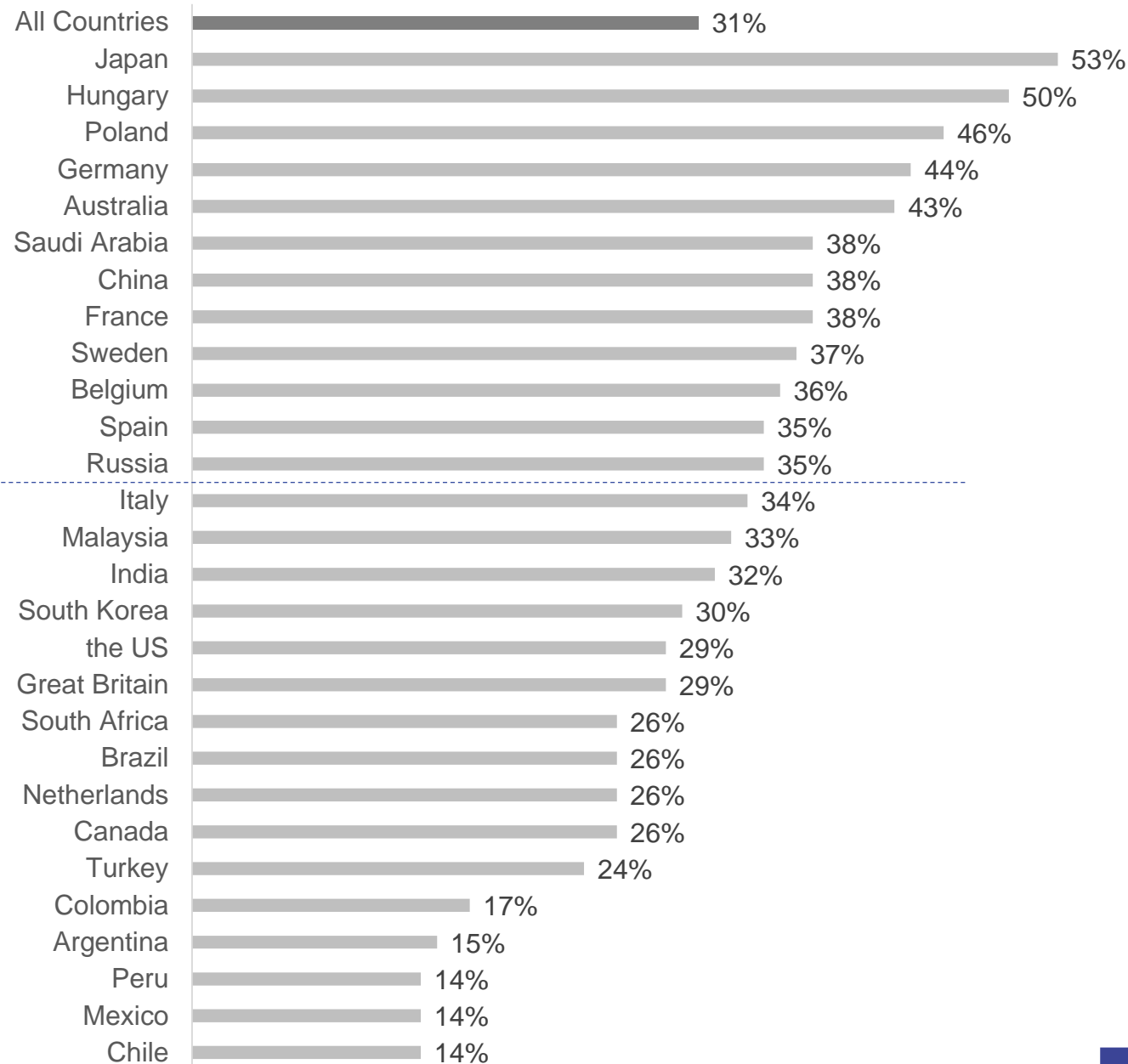
Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020

GLOBALLY, 31% SAY  
THEY'VE EATEN IN-  
PERSON AT SMALL OR  
LOCALLY-OWNED  
RESTAURANTS AS MUCH  
THAN BEFORE SINCE  
THE COVID OUTBREAK.

53% OF THE JAPANESE  
HAVE NOT CHANGED  
THEIR EATING-OUT  
HABITS.

*Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – Eat in-person (indoor or outdoor) at small or locally-owned restaurants - as much as before.*

Base: 20,504 online adults aged 16-74 across 28 countries,  
20 November – 4 December 2020



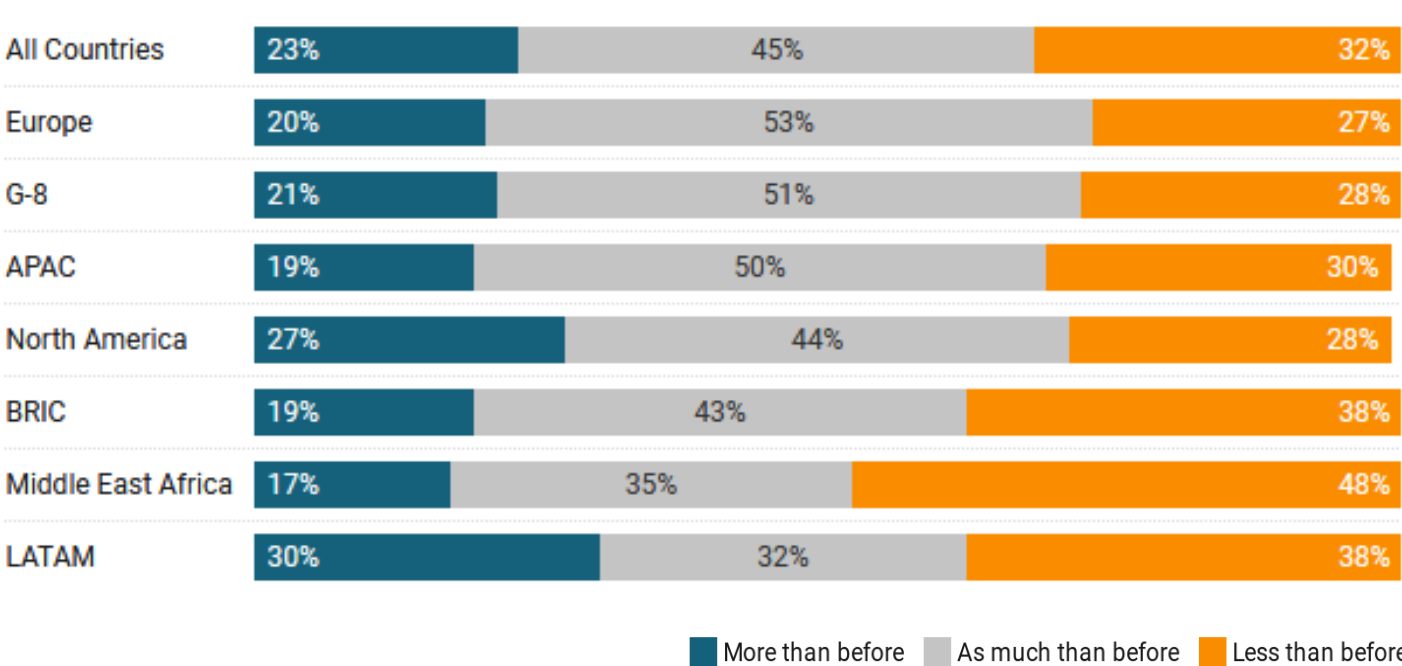
2.

**EAT TAKE-OUT OR HOME-  
DELIVERED MEALS FROM  
SMALL OR LOCALLY-OWNED  
STORES AND RESTAURANTS**



USAGE OF TAKE-OUT AND HOME-DELIVERY MEALS FROM SMALL OR LOCAL RESTAURANTS HAS STAYED THE SAME OR INCREASED IN ALL REGIONS.

THE INCIDENCE OF CONSUMERS REPORTING A DECREASE IS HIGHEST IN MIDDLE EAST- AFRICA, LATAM AND BRICS.



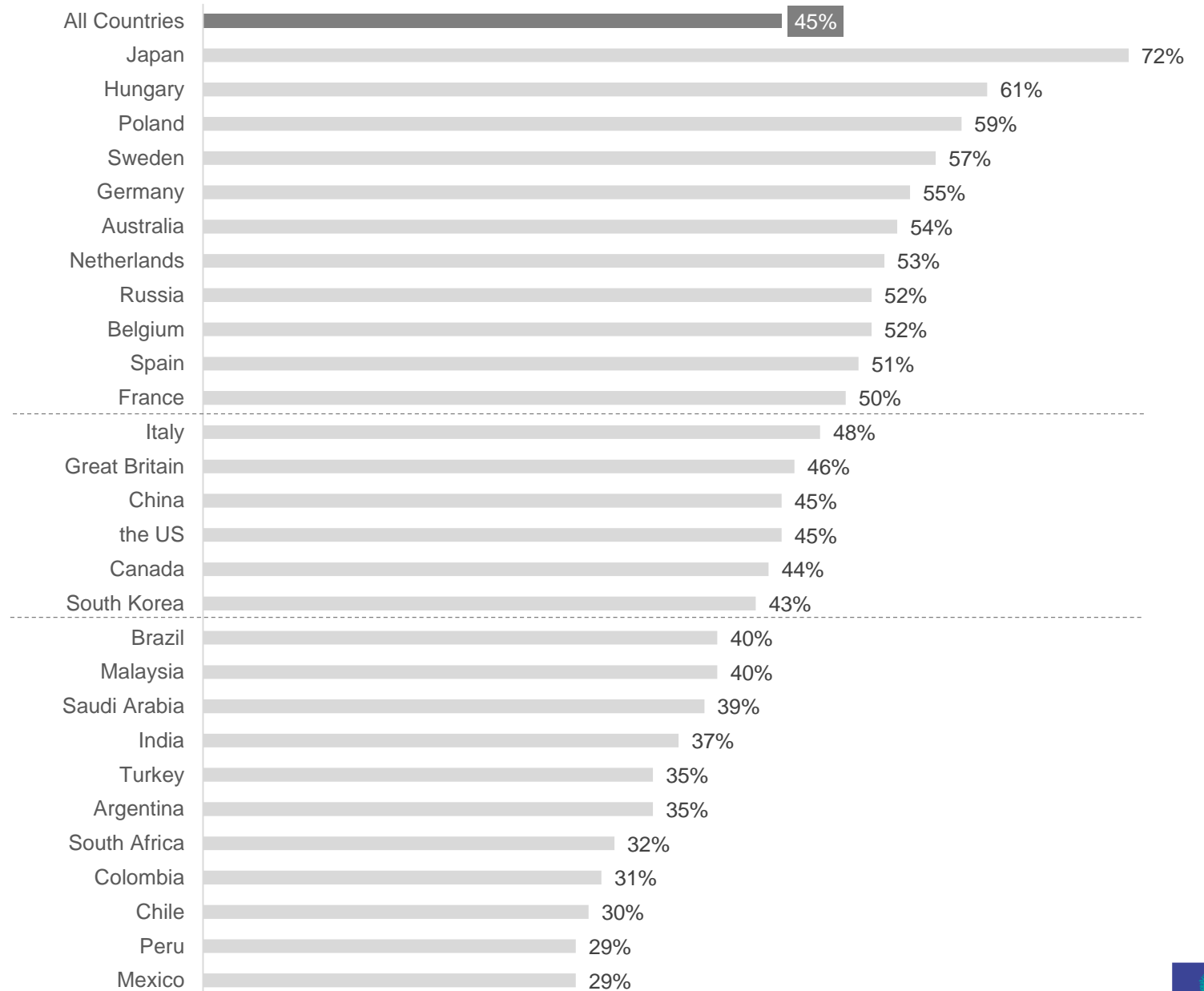
Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – Eat take-out or home-delivered meals from small or locally-owned stores and restaurants

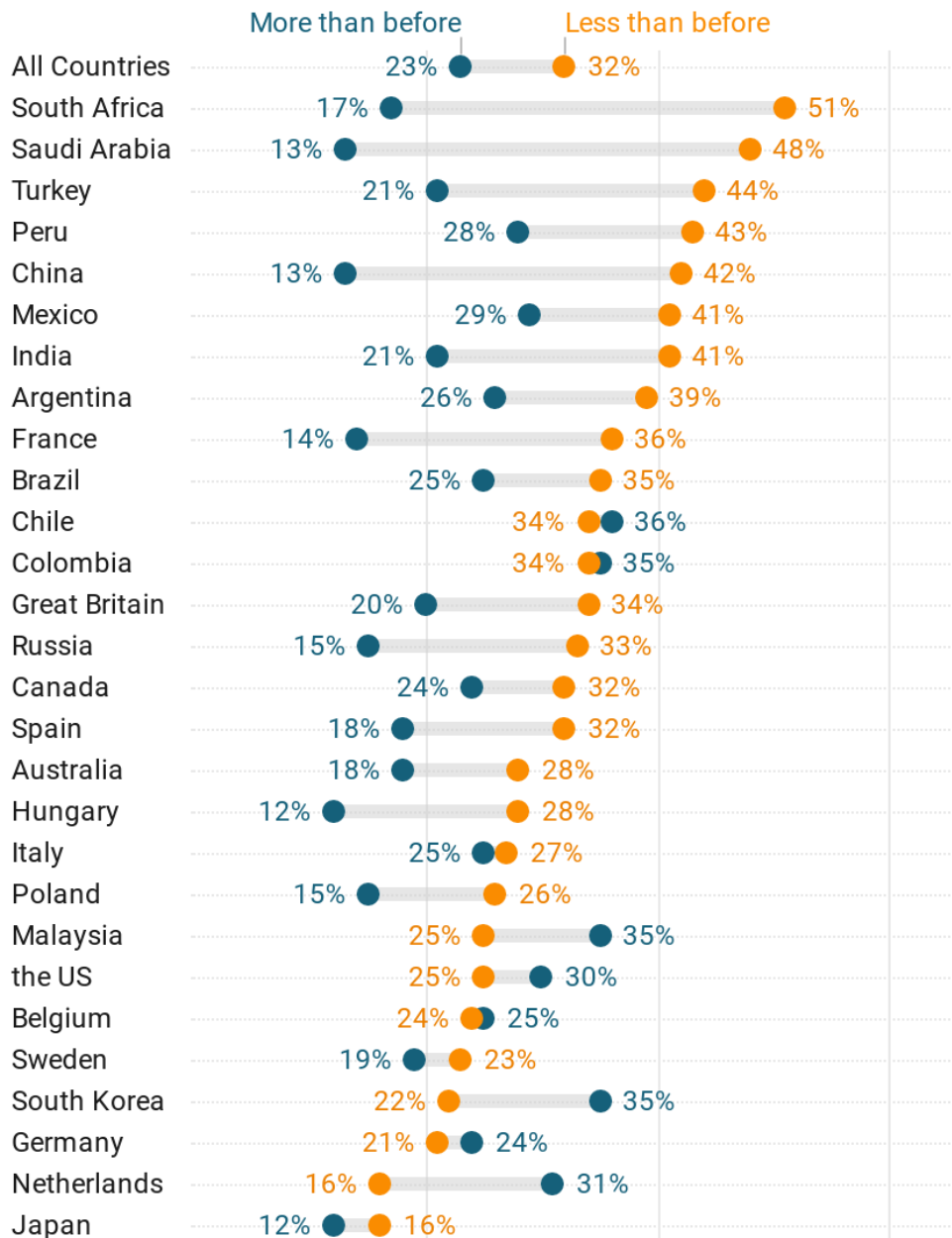
Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020

# GLOBALLY 45% SAY THEY'VE EATEN AS MUCH AS BEFORE AT TAKE-OUT OR HOME-DELIVERED MEALS FROM SMALL OR LOCALLY-OWNED STORES AND RESTAURANTS.

Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – Eat take-out or home-delivered meals from small or locally-owned stores and restaurants – as much as before

Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020





GLOBALLY, 32% SAY THEY'VE EATEN  
 TAKE-OUT OR HOME-DELIVERED  
 MEALS FROM SMALL OR LOCALLY-  
 OWNED STORES AND RESTAURANTS  
 LESS OFTEN THAN BEFORE, BUT  
 BEHAVIOURS VARY A LOT FROM ONE  
 COUNTRY TO ANOTHER.

Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – Eat take-out or home-delivered meals from small or locally-owned stores and restaurants

Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020

# THE LESS PEOPLE EAT IN-PERSON AT SMALL/LOCALLY-OWN RESTAURANTS, THE MORE THEY GET TAKEOUT/DELIVERY FROM THEM



Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020

© Ipsos | Global Advisor, shopping habits during the pandemic - December 2020



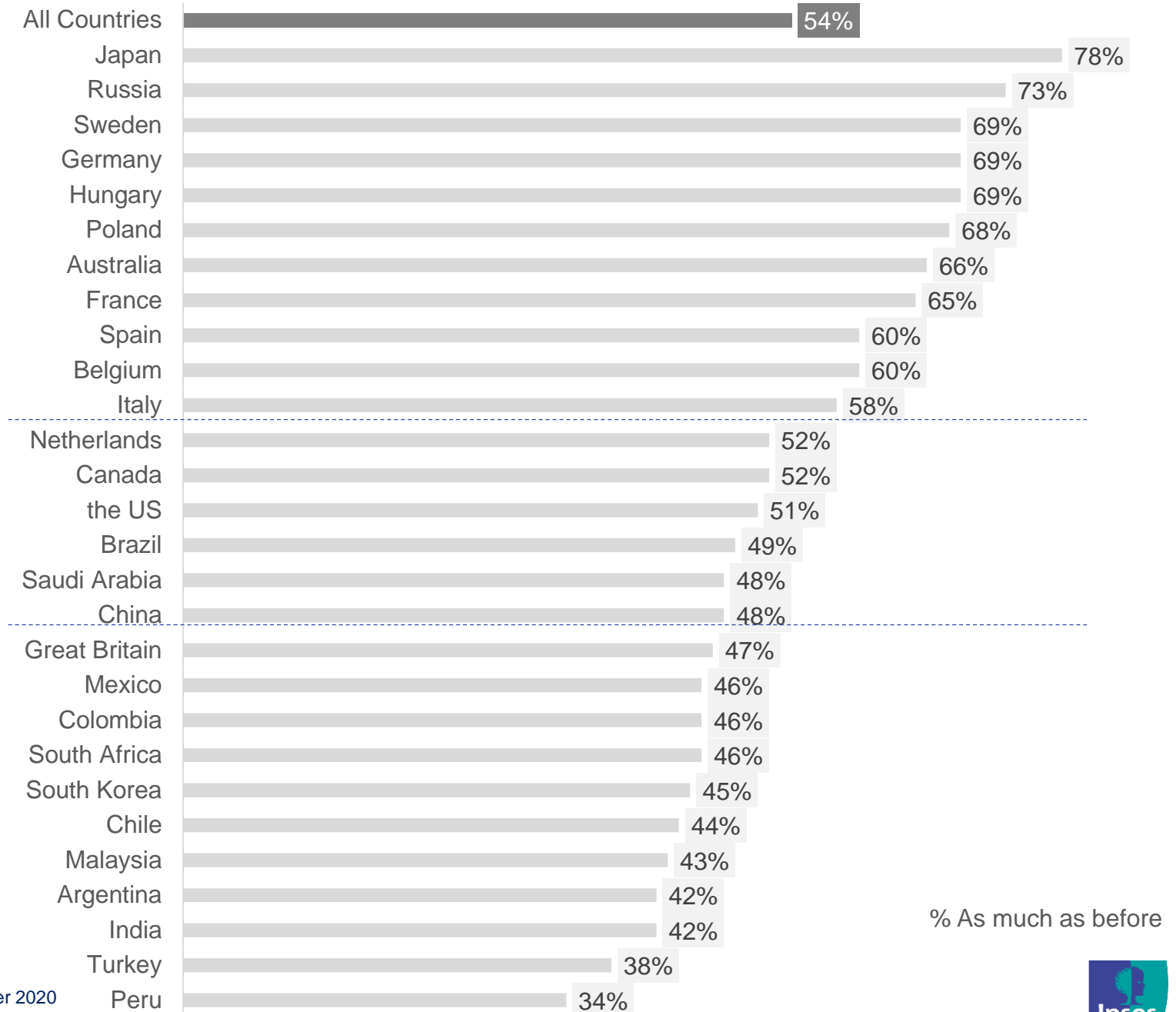
3.

**SHOPPING IN-PERSON AT  
SMALL OR LOCALLY-  
OWNED BUSINESSES**

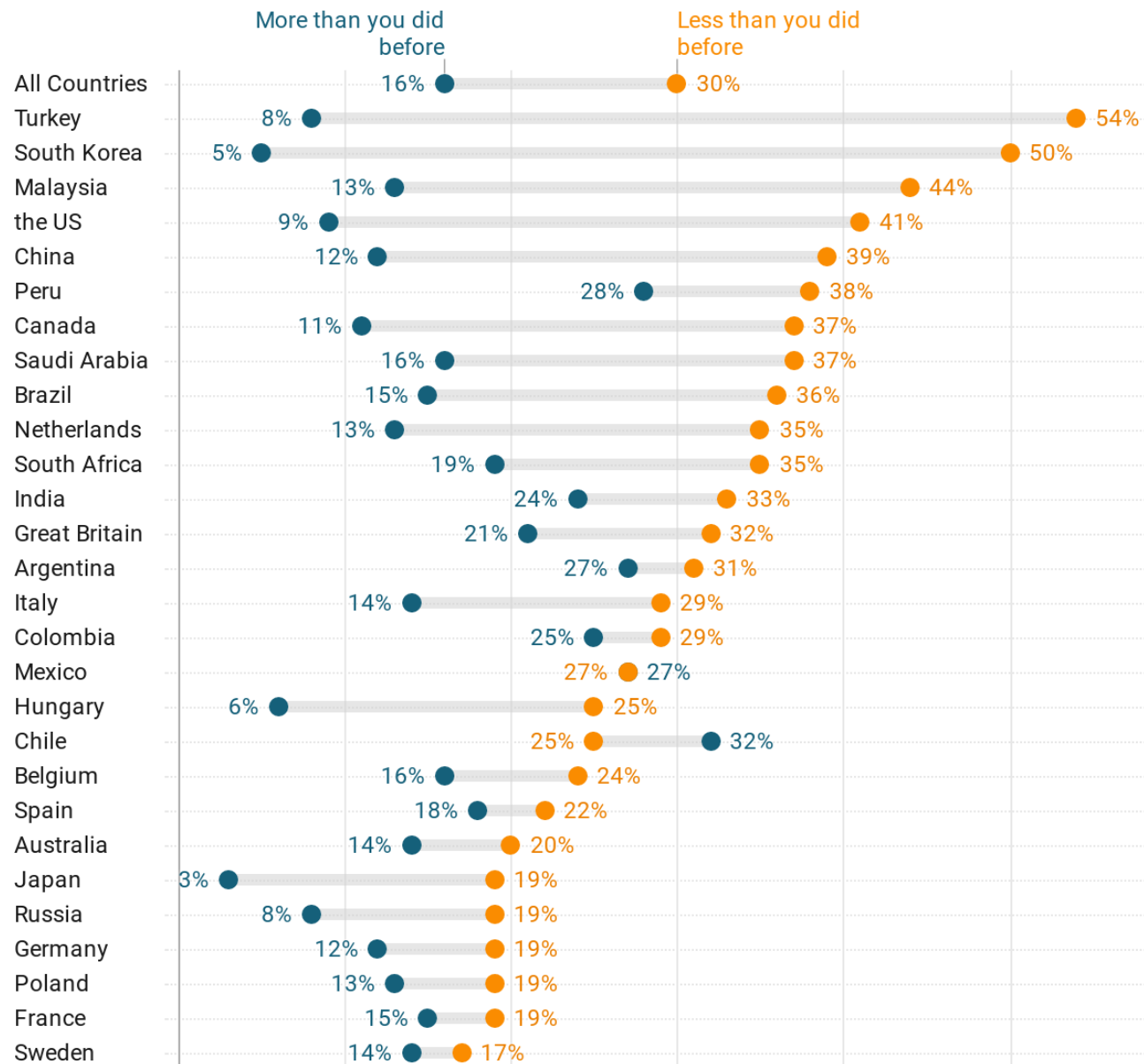
GLOBALLY, MORE THAN  
 HALF (54%) HAVE NOT  
 CHANGED THEIR  
 HABITS OF SHOPPING  
 IN-PERSON AT SMALL  
 OR LOCALLY-OWNED  
 BUSINESSES, BUT  
 ATTITUDES DIFFER  
 GREATLY ACROSS  
 COUNTRIES.

Q: Since the COVID outbreak, have you been  
 doing each of the following more often, less  
 often, or just as often as you did before –  
 shop in-person at small or locally-owned  
 businesses - as much as before

Base: 20,504 online adults aged 16-74 across 28 countries,  
 20 November – 4 December 2020







IN TURKEY AND SOUTH KOREA PEOPLE SAY THEY'VE **SHOPPED LESS OFTEN AT SMALL SHOPS**. IT IS ALSO THE CASE, IN MALAYSIA, THE U.S. AND CHINA.

IN MOST LATAM COUNTRIES (EXCEPT BRAZIL) PEOPLE SAY THEY SHOPPED **LOCALLY MORE OFTEN**. IT IS ALSO THE CASE, IN SMALLER PROPORTION, IN INDIA, GREAT BRITAIN AND SOUTH AFRICA.

Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – shop in-person at small or locally-owned businesses

Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020

4.

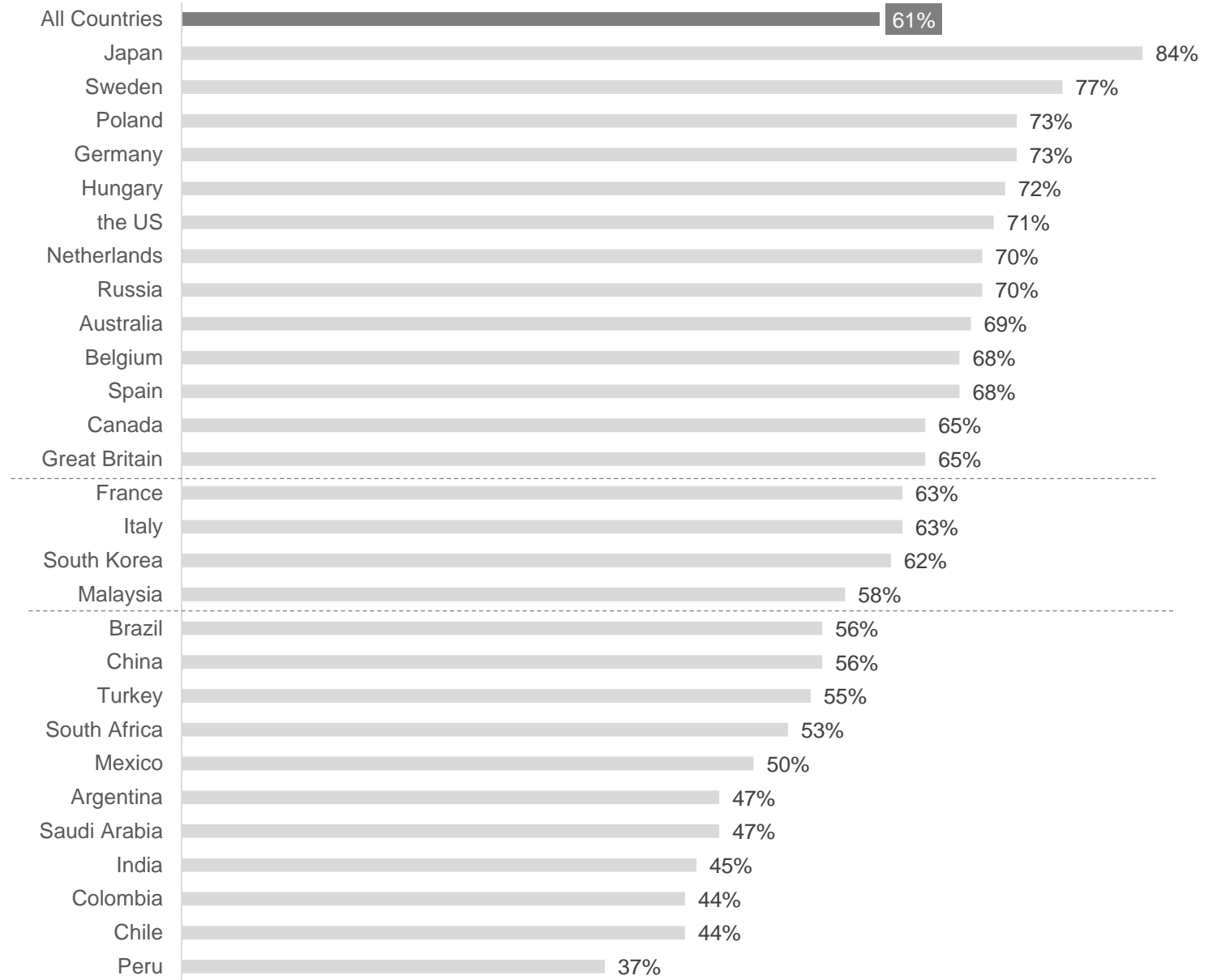
**BUYING GOODS SOURCED  
FROM LOCAL FARMERS OR  
MANUFACTURERS**

GLOBALLY, THE HABIT OF BUYING GOODS SOURCED FROM LOCAL FARMERS OR MANUFACTURERS HAS REMAINED STABLE (61%).

HOWEVER, TWO GROUPS OF COUNTRIES SHOW EITHER INCREASE OR DECREASE IN THIS TYPE OF PURCHASE.

*Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – Buy goods sourced from local farmers or manufacturers*

Base: c. 20504 online interviews across 28 countries, 20 November – 4 December 2020.



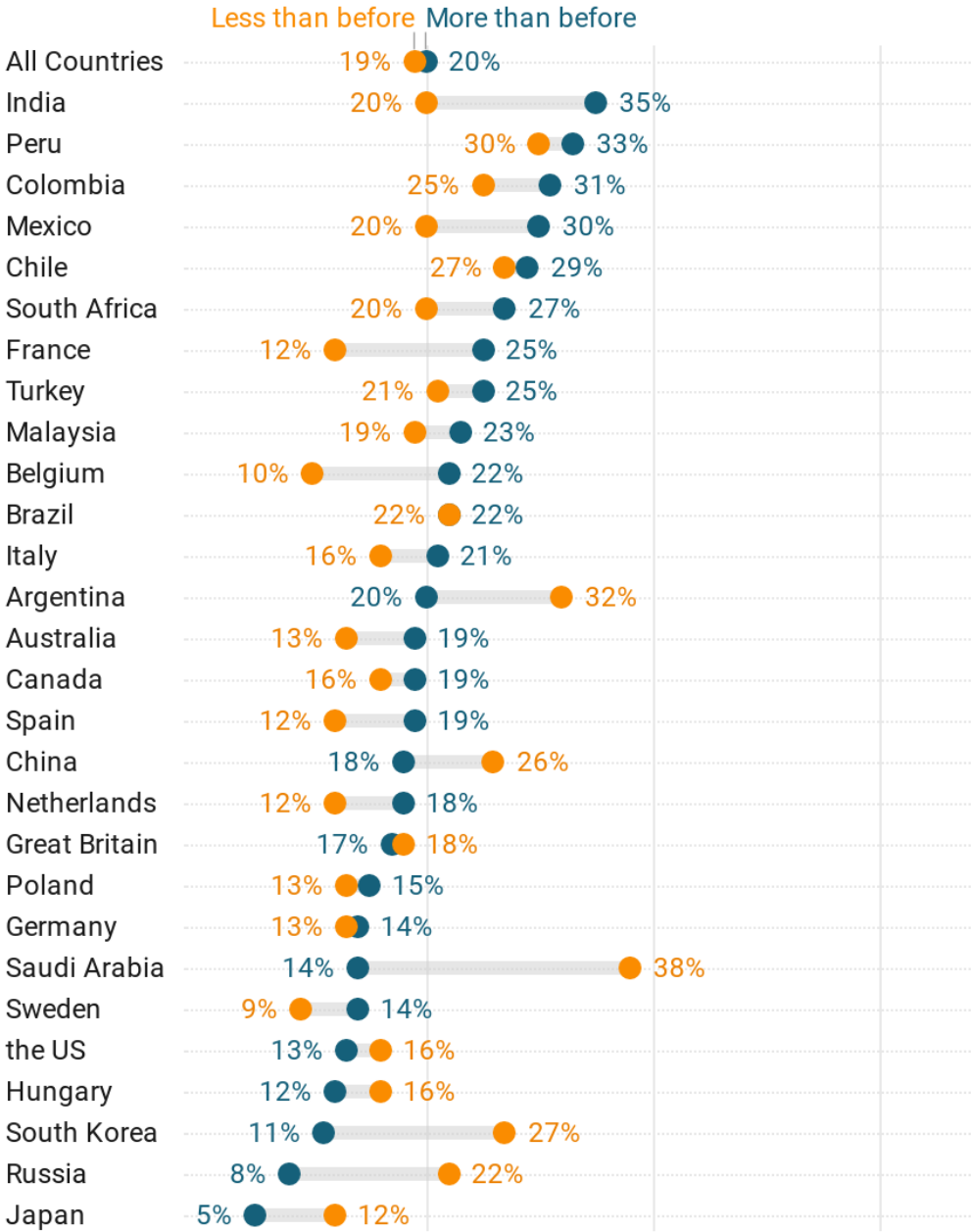
Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020

THE FREQUENCY OF BUYING GOODS SOURCED FROM LOCAL FARMERS OR MANUFACTURERS HAS INCREASED IN INDIA AND MOST LATAM COUNTRIES.

HOWEVER, IT HAS DECREASED IN SAUDI ARABIA, ARGENTINA, SOUTH KOREA, AND CHINA.

Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – Buy goods sourced from local farmers or manufacturers

Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020

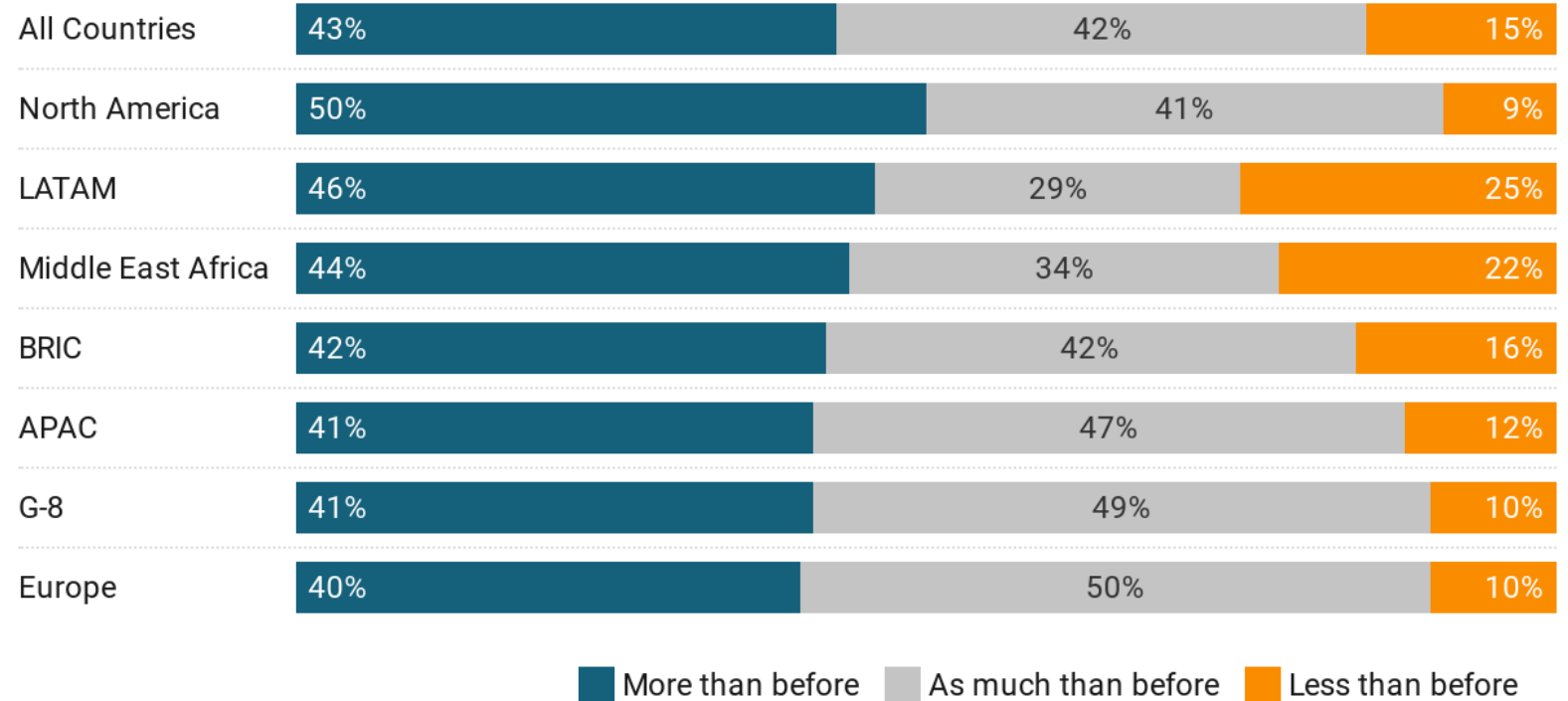


5.

**SHOPPING ONLINE**

GLOBALLY, 43%  
REPORT HAVING  
SHOPPED ONLINE  
MORE OFTEN.

NORTH AMERICA AND  
LATAM COUNTRIES  
SHOW THE LARGEST  
INCREASES.



Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – shop online.

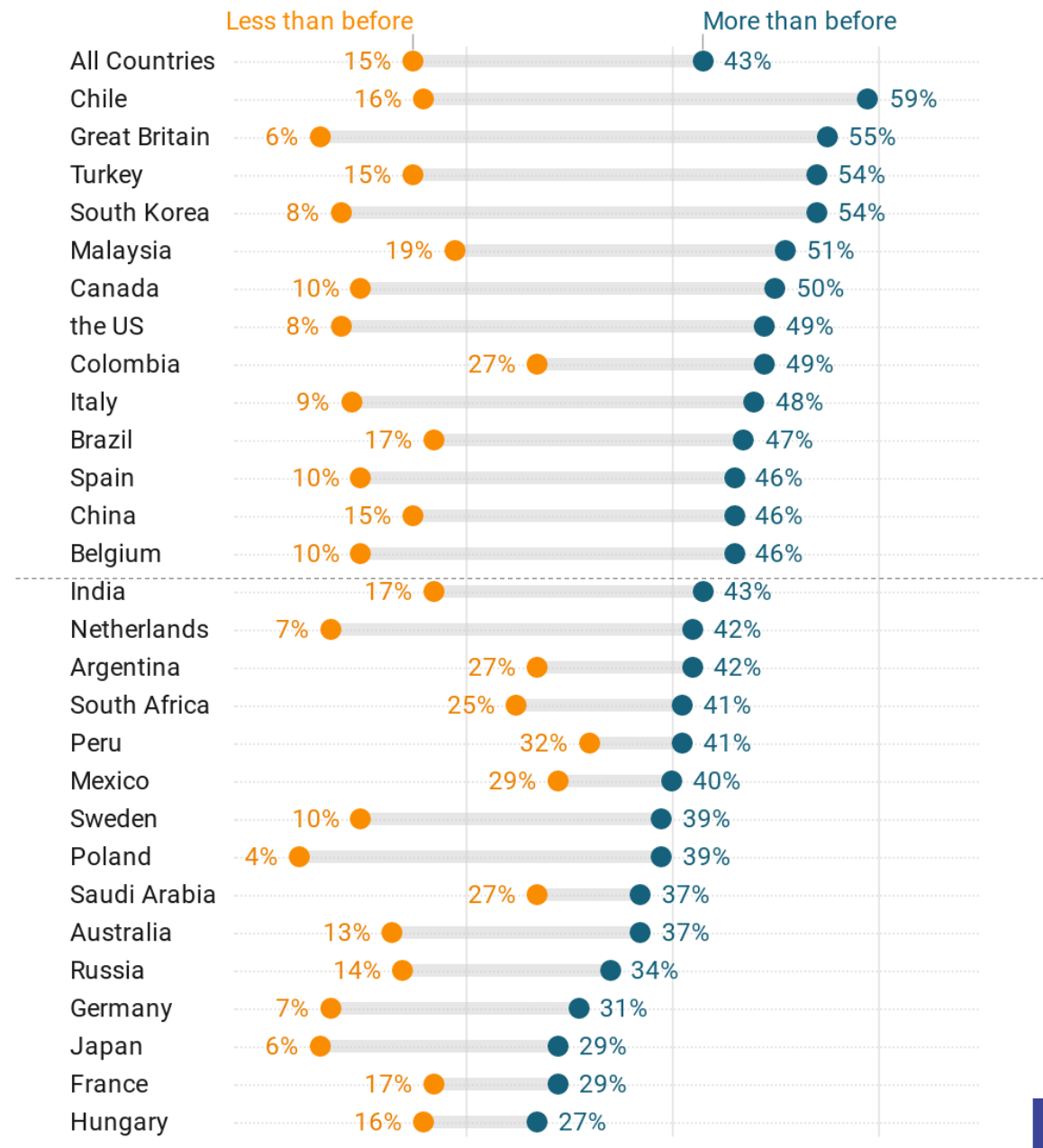
Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020



# PEOPLE IN CHILE, GREAT BRITAIN, SOUTH KOREA, AND MALAYSIA ARE THOSE MOST LIKELY TO SAY THEY'VE SHOPPED ONLINE MORE THAN BEFORE SINCE THE COVID OUTBREAK.

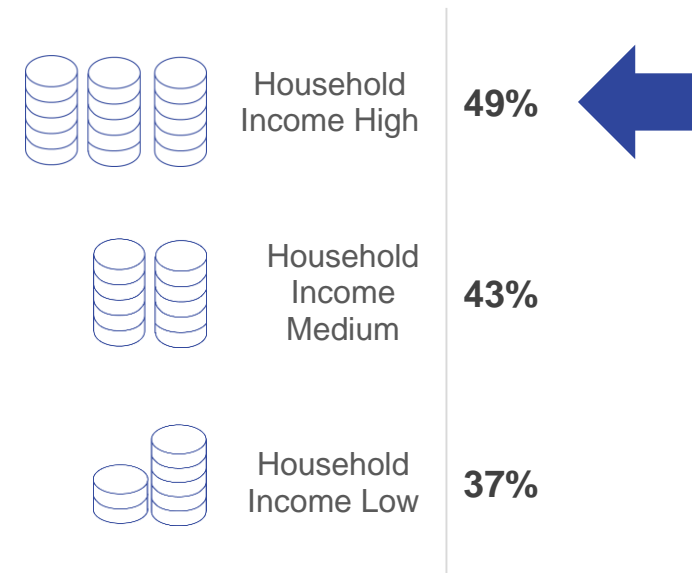
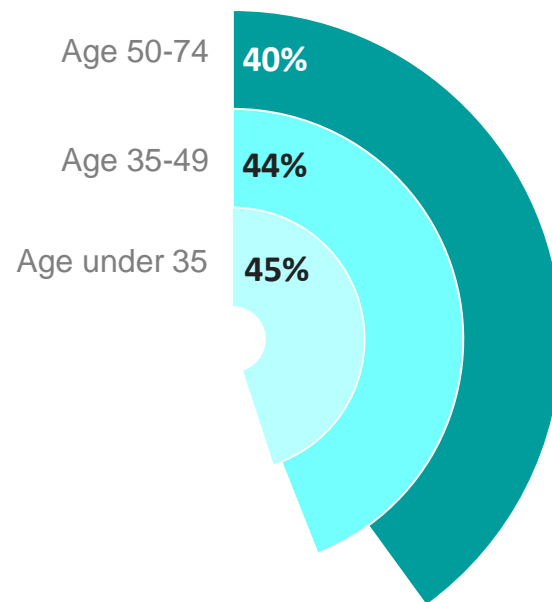
Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – shop online.

Base: 20,504 online adults aged 16-74 across 28 countries,  
20 November – 4 December 2020



# HIGH-INCOME HOUSEHOLDS SHOW THE MOST SIGNIFICANT INCREASE IN ONLINE SHOPPING.

All, all countries: 43%



Q: Since the COVID outbreak, have you been doing each of the following more often, less often, or just as often as you did before – **shop online more than before.**

Base: 20,504 online adults aged 16-74 across 28 countries, 20 November – 4 December 2020

# Technical note

These are the results of a 28-market survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 20,504 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 22 other markets between Friday, November 20 and Friday, December 4, 2020.

The sample consists of approximately 1,000 individuals in each of Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Chile, Hong Kong, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Hong Kong, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data. Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.