

Tracking Spending on Food and Household Goods in the Grip of COVID-19

Boston Consulting Group has teamed with IRI to offer **weekly data snapshots** of spending on grocery, household, over-the-counter health care, and other consumable items

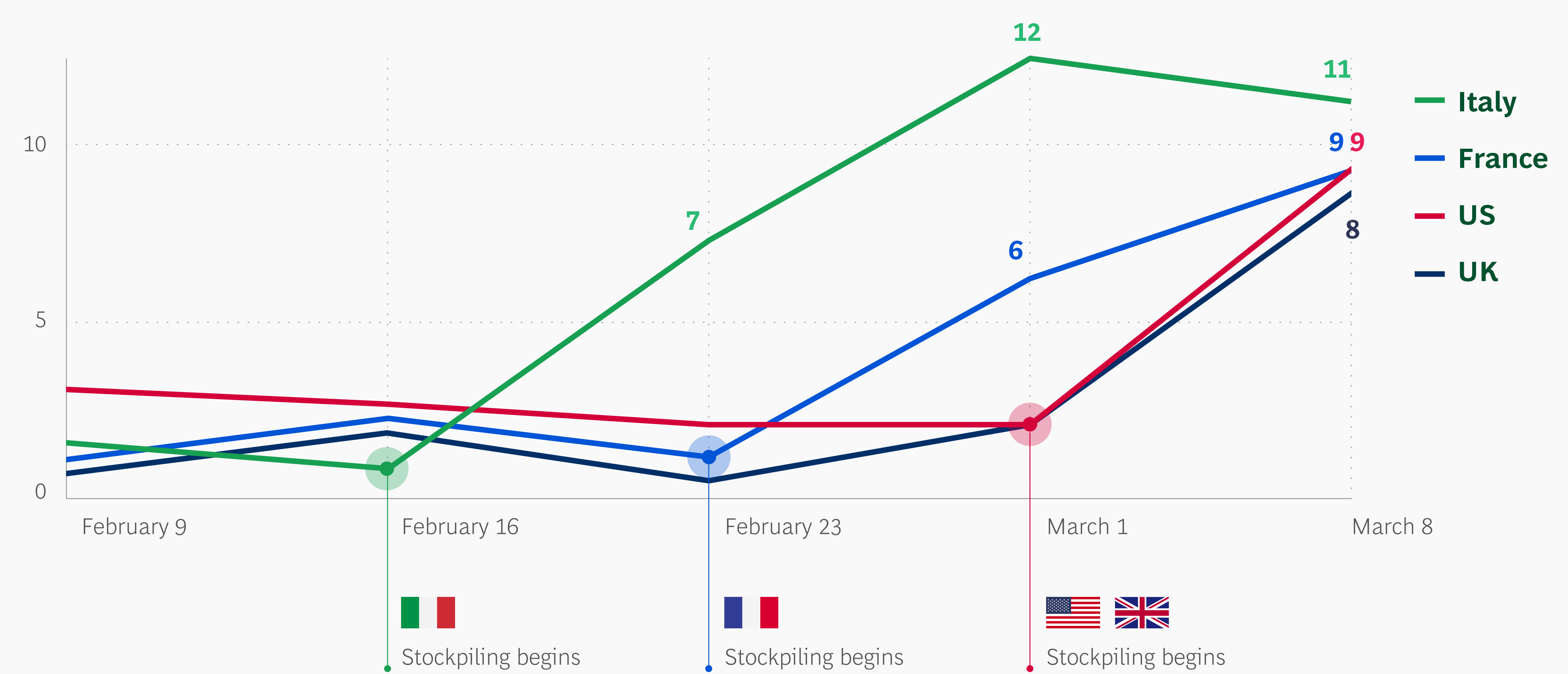


The snapshots will **focus on four countries: the UK, the US, and Italy and France**, where the pandemic is a few weeks ahead of its progression in the other two countries

Spending on Food and Household Goods Spiked in Italy but Has Since Stabilized



Year-over-year change in weekly spending (%)



A Rapid Rise in Purchases of Home and Health Care Products

Italians were especially big buyers of over-the-counter health care products from March 1 to March 8, while residents of the UK and the US stockpiled paper products

In all four countries, consumers have stocked up on household goods more than on food



Year-over-year change in spending in week ending March 8 (%)



SOURCE:

IRI point-of-sale data ending March 8.

NOTE:

Data collected from grocers, pharmacies, convenience stores, and big-box retailers (excluding Costco). Open-air markets in Italy are also excluded.