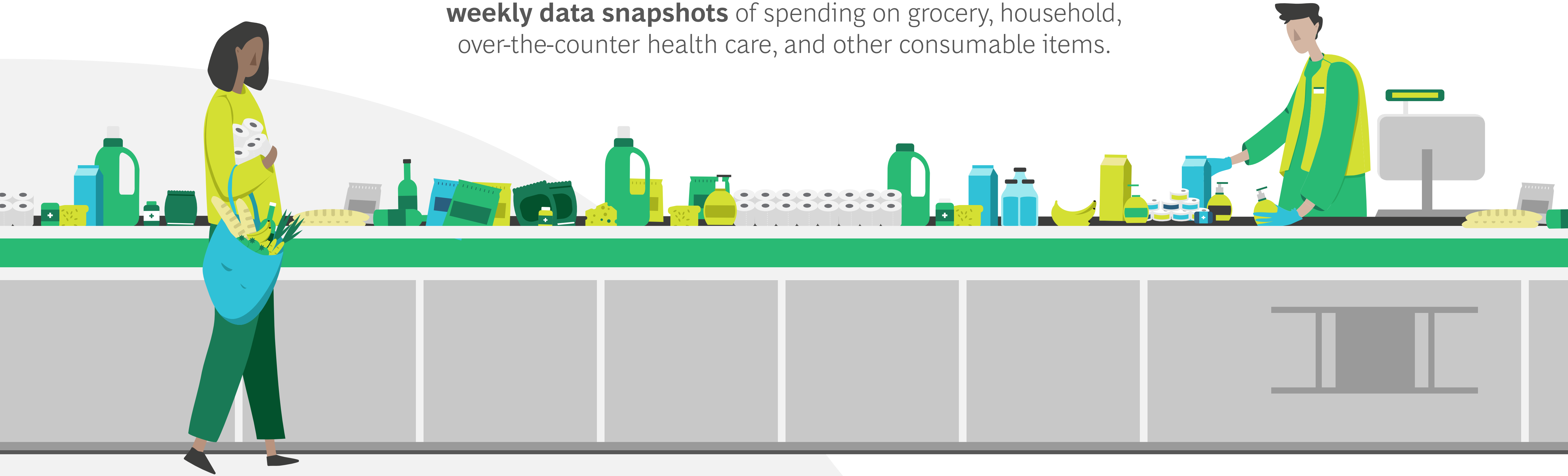


# Tracking Spending on Food and Household Goods Amid COVID-19

Boston Consulting Group and IRI are offering **weekly data snapshots** of spending on grocery, household, over-the-counter health care, and other consumable items.

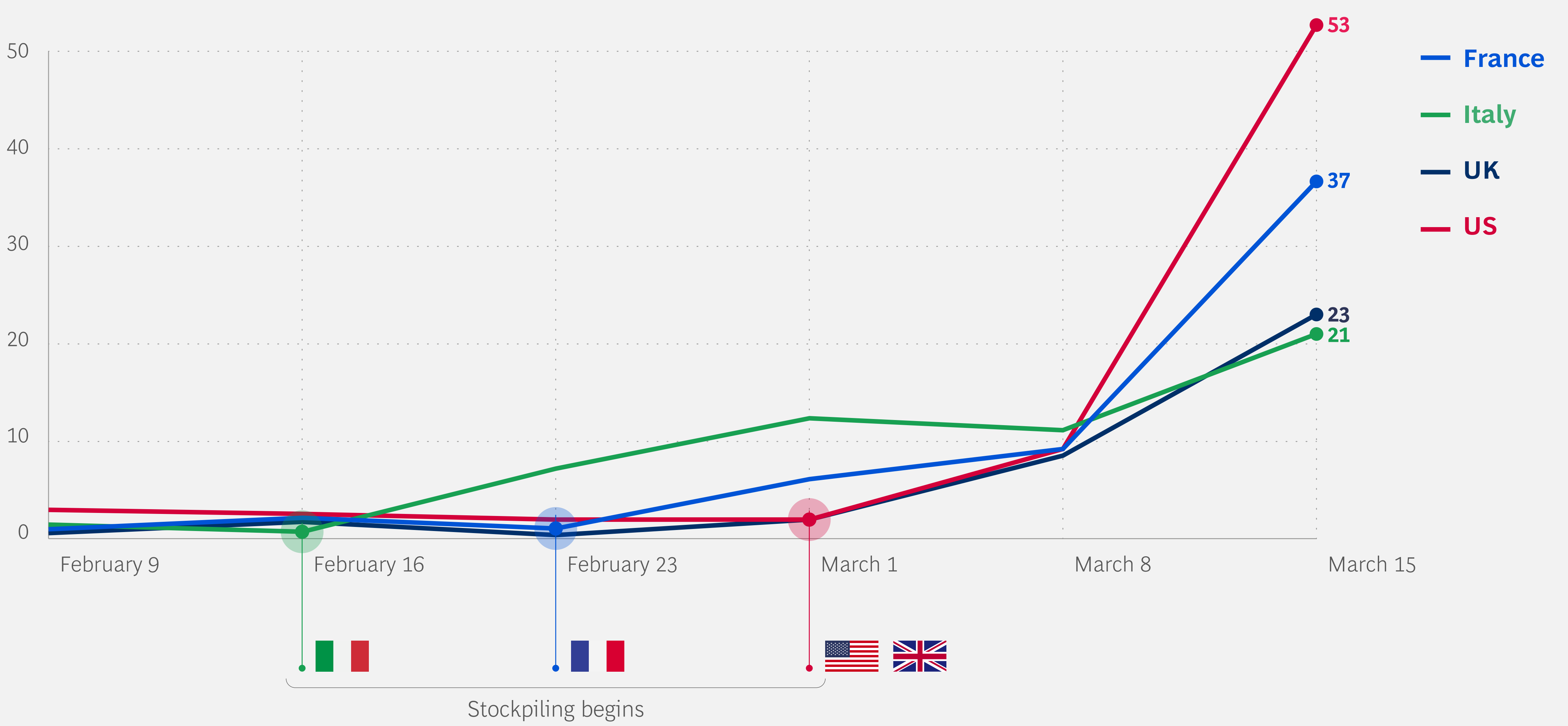


## Spending Surged Everywhere, Especially in the US but Even in Italy

In the week that President Trump imposed the European travel ban, US residents increased spending by a factor of five over the previous week. In Italy, where a nationwide lockdown went into effect that week, the increase in spending doubled.

We focus on **Italy, France, the UK, and the US**, countries at different stages of disease progression.

YEAR-OVER-YEAR CHANGE IN WEEKLY SPENDING (%)



## Panicked Stockpiling of Packaged and Frozen Foods and Baby Items Jumped Sharply

Once the virus scare hit the UK and US, those countries led in spending growth for food items.

YEAR-OVER-YEAR CHANGE IN SPENDING FOR WEEK ENDING MARCH 15 (%)

	HOUSEHOLD GOODS				FOOD				
	Paper products	Home care	OTC health care	General merchandise	Packaged foods	Frozen food	Beverages	Baby food and care	Alcohol
<b>France</b>	98	50	60	NA	49	42	27	53	7
<b>Italy</b>	48	37	76	-35	34	45	18	23	10
<b>UK</b>	134	55	100	-2	42	33	24	65	11
<b>US</b>	212	102	70	19	77	79	40	63	28



SOURCE: IRI point of sale data ending week of March 15.

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