

# Shifting Consumer Behavior in the Era of 'It Depends!'

**AUDIO** |

## eMarketer Editors

eMarketer principal analysts Mark Dolliver and Nicole Perrin at Insider Intelligence discuss the most significant consumer behavior shifts in the wake of the coronavirus. They then talk about where people start their online shopping, search trends during the pandemic and how young is too young for kids to use chat apps?

### US Adults' Change in Average Monthly Spending due to the Coronavirus Pandemic, by Category, March 2020

% change

#### Increased spending

|                           |          |
|---------------------------|----------|
| At-home fitness           | +35%-40% |
| Medicine/medical supplies | +20%-25% |
| At-home entertainment     | +15%-20% |
| Grocery (dry goods)       | +15%-20% |
| Pet supplies              | +10%-15% |
| Grocery (perishables)     | +10%-15% |
| Healthcare services       | +10%-15% |

#### Decreased spending

|                                |          |
|--------------------------------|----------|
| Beauty                         | -5%-10%  |
| Household durables             | -5%-10%  |
| Taxis                          | -10%-15% |
| Takeout/delivery               | -10%-15% |
| Apparel                        | -15%-20% |
| Entertainment outside the home | -20%-25% |
| Consumer electronics           | -25%-30% |
| Dining out                     | -40%-50% |
| Fitness outside the home       | -40%-50% |

Source: *Civis Analytics, "COVID-19 in the US: Consumer Insights for Businesses," March 24, 2020*

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