

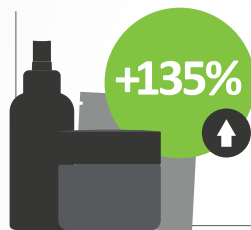
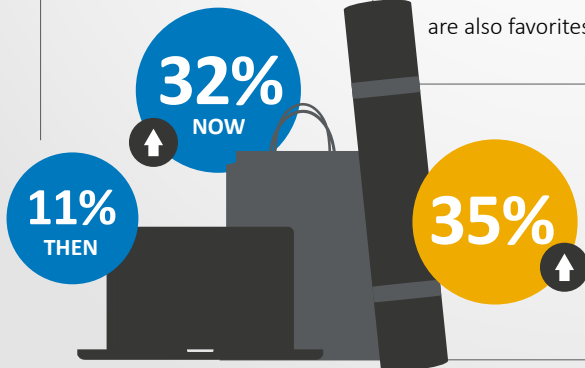
COVID-19 Concerns Change Consumer Behavior in Italy

E-commerce and delivery have made it relatively easy for consumers in Italy to get what they need while sheltering at home during the COVID-19 crisis. Our data shows ready-made meals in the home, self-care, and family entertainment are priorities. **Here is a closer look.**

Foodservice: Lockdown Grows Delivery

Then: 11% of consumers used delivery for the first time in March 2019, generating 5.5 million visits.

Now: 32% say they will use delivery for the first time during the lockdown period.



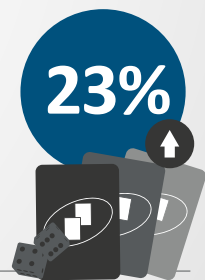
Beauty: Self Care is Still Important

Online beauty sales have grown +135%, led by skincare and hair categories. People are taking care of themselves — booming sales of home spa products are evidence.

Toys: Passing the Time

The toy industry's games and puzzles category doubled its turnover, becoming the first category with value weight of 23%.

Dobble is a novelty, but classics like Monopoli, Risiko, and Uno are also favorites.



Sports: Exercising at home

35% of consumers follow online tutorials and videos to train from home. However, one in three consumers postpones the purchase of sportswear and shoes until after the lockdown.

COVID-19 is pushing Italians to focus on their well-being as they spend more time at home with their families. Manufacturers and online retailers can maximize sales in this moment by enhancing their digital channels, improving delivery, and encouraging shopping with advertising and other promotional efforts.

Source: The NPD Group/COVID-19 Foodservice Sentiment Study, Italy, March 2020

Source: The NPD Group/Beauty Tracking Service, Italy, March 2020

Source: The NPD Group/Toys Retail Tracking Service, Italy, March 2020 vs 2019

Source: The NPD Group/Coronavirus Sport Consumer Survey, Italy, April 2020

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

