

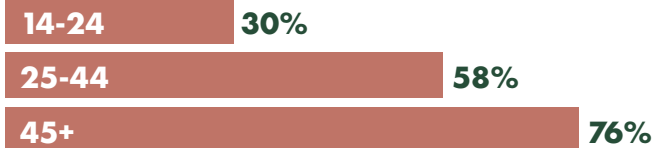


COVID-19 & CONSUMER CONCERNS IN ITALY

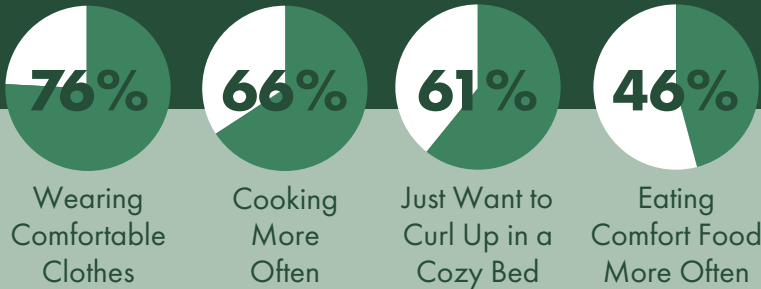
10 THINGS TO KNOW ABOUT...

Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):

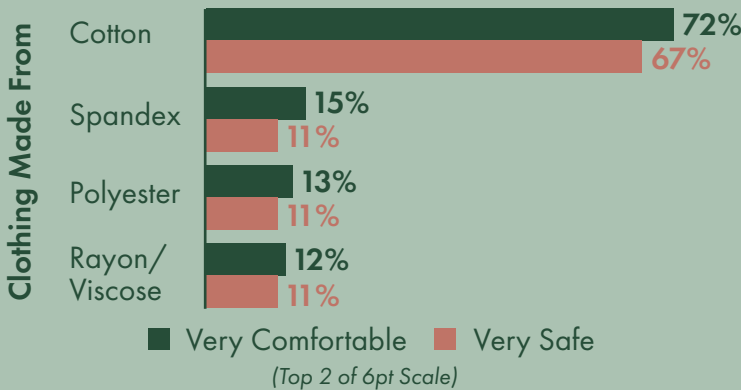
AGE



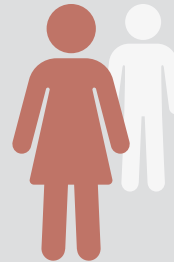
Consumers are seeking out comfort:



Consumers rate clothing made from cotton the most comfortable and the safest.



80% of consumers say they feel "very afraid these days"



WOMEN 89%
MEN 72%

Most consumers are spending less money than before the pandemic:



19% spending more than before the pandemic
63% spending less than before the pandemic
19% spending about the same as before the pandemic



Groceries **50%** and Household Supplies **42%** are the largest categories for extra spending.

28% of consumers are shopping online more than before the pandemic

Consumers are spending extra time online doing the following activities:

81% Reading/Watching the News

74% Video/Audio chats with friends and family

66% Watching videos on platforms such as Facebook.

70% expect this experience to change the way they shop in the future.