

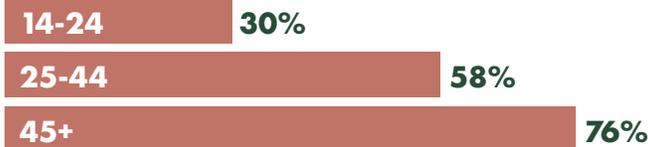


# COVID-19 & CONSUMER CONCERNS IN ITALY

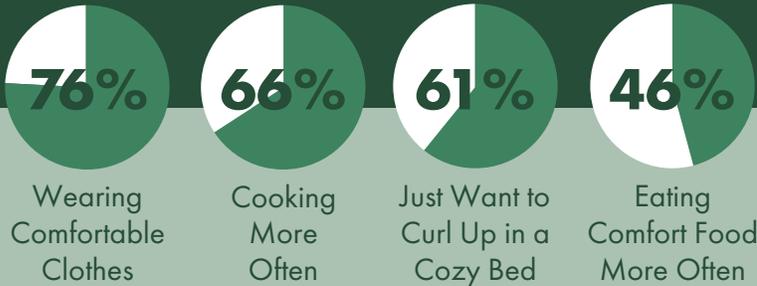
## 10 THINGS TO KNOW ABOUT...

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

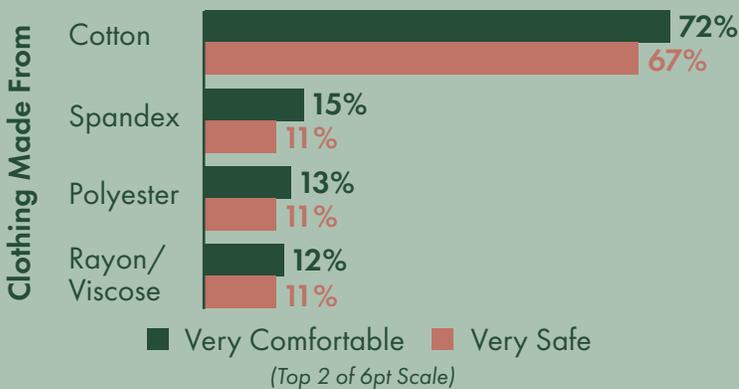
AGE



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.