

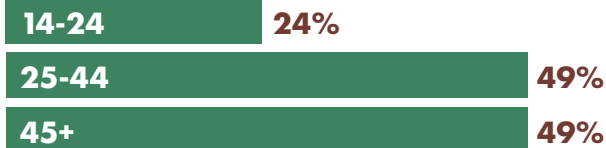


COVID-19 & CONSUMER CONCERNS IN MEXICO

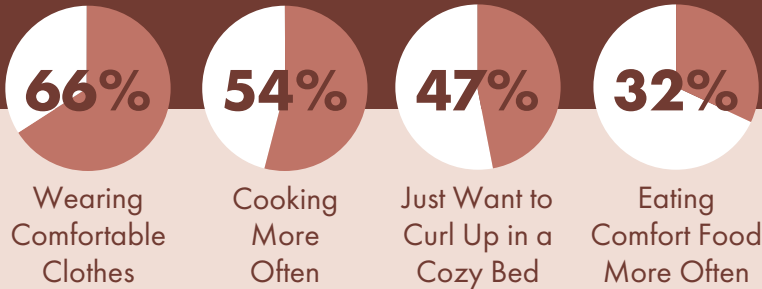
10 THINGS TO KNOW ABOUT...

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

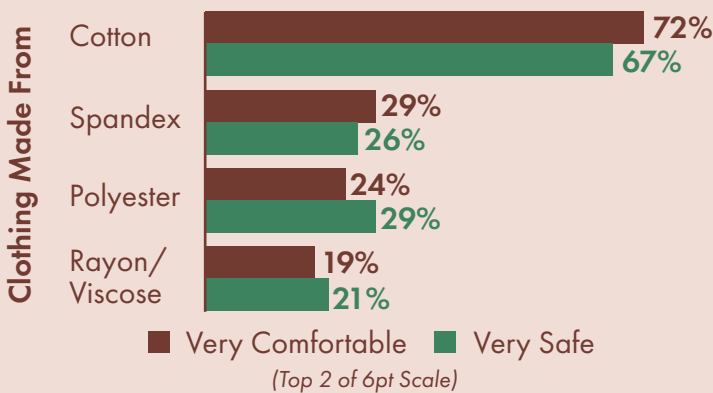
AGE



Consumers are seeking out comfort:



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



59% of consumers say they feel "very afraid these days"



WOMEN 64%
MEN 55%

Half of consumers are spending more money than before the pandemic:



50% spending more than before the pandemic
21% spending less than before the pandemic
29% spending about the same as before the pandemic



Groceries **58%** and Household Supplies **57%** are the largest categories for extra spending.

26% of consumers are shopping online more than before the pandemic

Consumers are spending extra time online doing the following activities:

69% Reading/Watching the News

68% Watching videos on platforms such as Facebook

65% Streaming Movies or TV

72% expect this experience to change the way they shop in the future.