



COVID-19's New World of Consumerism

How Snapchatters Are Shifting Their CPG Shopping Behaviors

Snapchatters are engaging in new activities at home and in-store.

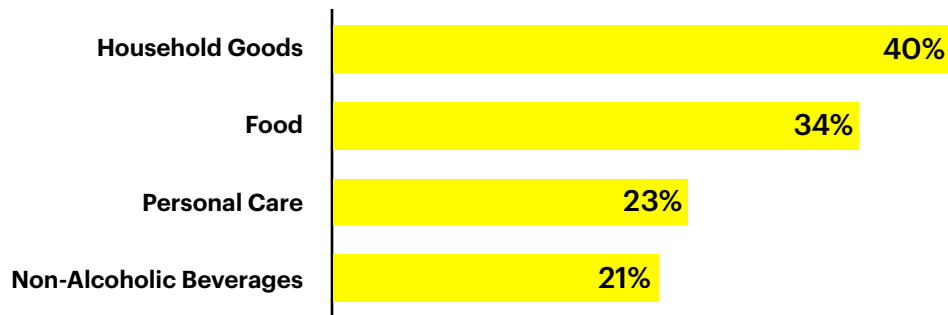
79%

of U.S. Snapchatters 18+ have cooked dinner more in the last month.¹

62%

of U.S. Snapchatters 18+ have purchased a new brand over their "go-to-brand" in the last month.²

Categories in which U.S. Snapchatters 18+ have purchased a new brand over their go-to brand³



PRICE*

#1

Factor when considering repurchase of a new brand over "go-to brand"⁴

*out of the options provided

Snapchatters continue to stock up, and their focus now shifts to new categories.

Top 2 Categories that U.S. Snapchatters 18+ intend to **shop online** more for in the next month.^{5*}

- Household Goods
- Personal Care

*out of the options provided

Top 3 Personal Care Categories that U.S. Snapchatters 18+ intend to **stock up** on in the next month.⁶

- 1** Shampoo & Conditioner
- 2** Body & Facial Wash
- 3** Deodorant



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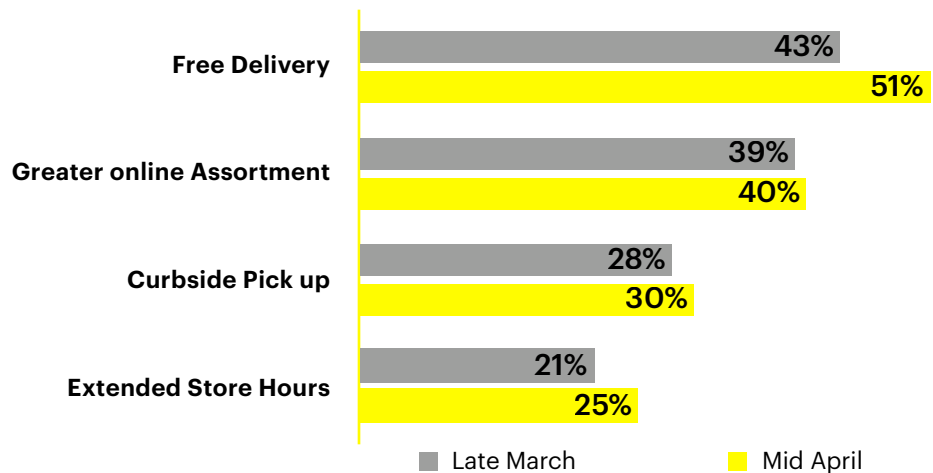
Snapchatters look to retailers to meet their grocery and household needs in new ways.

FREE DELIVERY

#1

Service that would help U.S. Snapchatters 18+ grocery and household needs in the next month.⁷

Retailer Services Sought Out by Snapchatters in the Next Month^{8,9}



Snapchatters are positive about brands sharing messages of hope.

52%+

of U.S. Snapchatters 18+ feel positive about Household and Personal Care brands sharing messages of hope.¹⁰

Source: Snap Inc. survey of US Snapchat users 18+ April 11 - 15, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. ¹ Question: Which of the following meal types has your household cooked more of in the last month? n=690 ² Question: In which of the following categories, if any, have you purchased a new brand over your "go-to-brand" in the last month? n=533. ³ Question: In which of the following categories, if any, have you purchased a new brand over your "go-to-brand" in the last month? n=533. ⁴ Question: Which of the following, if any, would influence you to re-purchase a new brand over your "go-to-brand" again for future grocery or household needs? n=326. ⁵ Question: Which of the following categories, if any, does your household plan to shop online more for in the next month? n=584. ⁶ Question: "Which of the following personal care categories does your household intend to stock up on in the next month?" n=611. ⁷ Question: "Which of the following, if any, would help your groceries and household product needs in the next month?" n=559. ⁸ Snap Inc. survey of US Snapchat users, March 24-27, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "Which of the following, if any, would help your groceries and household product needs in the next month?" n=630. ⁹ Snap Inc. survey of US Snapchat users 18+ April 11 - 15, 2020. Question: Which of the following, if any, would help your groceries and household product needs in the next month? n=559. ¹⁰ Question: Many household and personal care brands are sharing messages of hope. How does that make you feel? n=545.