

COVID-19

Insights Briefing

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Executive Summary

Executive Summary: Aug 12, 2020

Topic Key Data, Findings and Insights

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COVID-19 Spread and Response

- There are now over **5.1 million people in the U.S.** who have been diagnosed with COVID-19 and **over 163k virus-related deaths.**
- The U.S. daily COVID case growth rate has started to trend downward again, but the country continues to add about ~50K new patients a day. The # of virus-related hospitalizations also appears on the decline while virus-related deaths are flat to declining
- **The nation's level of virus-testing has fallen to about 700k tests a day. While the number of tests has dipped slightly, the nation's rate of testing positive has started to decline, and is now at 8%**
- At the state-level, most of the states are now seeing decelerating growth rates in new patients—with recent hotspots like TX, FL, and AZ all showing a decrease in positive test rates as well a decreasing # of new COVID patients

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Macro Scenarios and Data

- **Consumer Spending:** has trended above YoY levels since April, when government stimulus aid kicked in. Consumer concern of the virus's impact on the economy remains high, especially amongst those who have already been impacted by job/wage loss
- **The unemployment rate improved in July despite the surge in new diagnoses. The rate of improvement has slowed amid an increase in permanent job losses.** African-American unemployment rate remains relatively unchanged since spiking in April
- Professional Sports: A multibillion-dollar industry has begun testing and announcing various approaches to resuming play across the various leagues.

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State of the Marketplace

- Consistent performance as both total retail and NARTD post the twelfth consecutive week of about **~10% value growth** in measured channels. **In the last month, the growth of NARTD has outpaced total retail in measured channels.**
- Within NARTD, Future Consumption packages continue to drive most of the growth, but Immediate Consumption packages continue to post muted growth as well.
- **Restaurants: Transactions rebound has flatlined in recent weeks as diners' concern of eating out has ticked back up while the nation's cases resurged.** Delivery and Curbside continue to post strong growth, but not nearly enough to offset losses from dine-in

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State of the Customer and Consumer

- Within panel data, trends have remained consistent through July, with shopping HHs lower than benchmark but increased spend per trip remains. **For the first time, small store trips have climbed to pre-COVID period.**
- **Among shoppers who have tried a new store, availability tops the list of reasons why.** Likewise, compared to last year, more shoppers reported selecting stores to "buy items not readily available elsewhere."
- **School Reopening:** Most parents surveyed do not believe their children should be in full in-person classrooms and are concerned that teachers and kids will get sick
- Americans continue to believe the personal and financial implications will last longer than another four months. Many continues to see positives and negatives from COVID
- Consumers are very aware of the long road ahead and finding a vaccine might not be enough. **Nearly a third of Americans not planning on getting vaccinated**