

The COVID-19 Impact on Americans Spend and Lifestyles

SEGMENT CONSUMER SPEND INSIGHTS
Powered by KEY LIFESTYLE INDICATORS®

Food & Beverage Spend

Pandemic spend surged at butcher shops, grocery, food delivery, and liquor stores.



Local butcher shops benefited from the **#ShopLocal** movement and were able to “meat” demand.



44% increase in April year over year (YOY).



2x growth in average transaction value, **increasing** from \$35 in January to **\$70** in May.

27% increase

in **grocery store** average ticket price from January to April, jumping from **\$40 to \$51**.



Americans made 8.5% fewer trips to the grocery store but **spend increased by an astounding 18%** in the category.



This is significant as Grocery spending is typically very stable and even single digit changes are dramatic.

Pizza delivery and food delivery app purchases grew from the start of the pandemic and YOY.



Whether it is the economy reopening, the weather improving, or a desire to avoid the grocery store, by May American’s became tired of cooking.



47% increase in May YOY spend with pizza delivery shops.



101% increase in May YOY spend with online restaurant delivery services such as Grubhub and UberEats.



During the pandemic, alcohol could be purchased from an array of retailers, including to-go from restaurants. But purchases from liquor stores alone spiked, as Americans stocked up to hunker down.



At-Home Activities

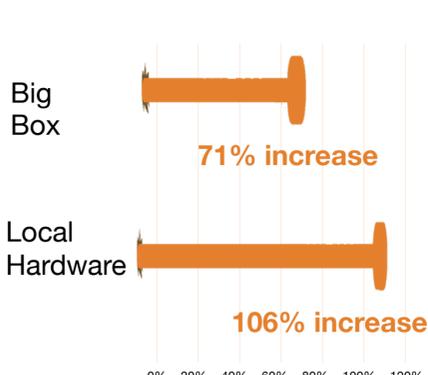
Many Americans stayed busy during the pandemic through home projects, video gaming, online education, and at-home fitness.



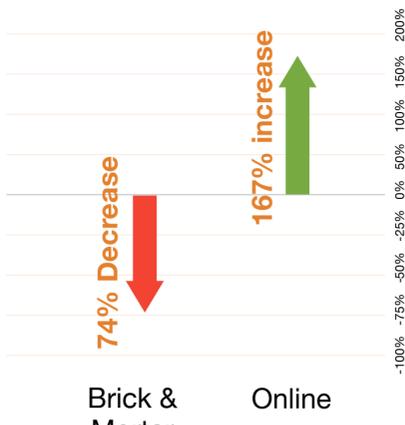
Consumers shopped at big box home improvement stores, but local home improvement stores benefitted from the **#ShopLocal** movement and experienced a much higher growth in annual spend.

Home decor purchases shifted digitally, where home decor retailers experienced growth in online sales while brick & mortar sales plummeted.

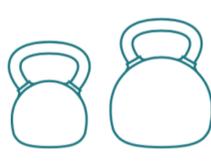
May YOY% Spend Change Home Improvement Stores



May YOY% Spend Change Home Décor Retailers



Spend on self-improvement also dramatically increased from the previous year as Americans enrolled in online education courses and at home fitness options to fill down time.



55% increase in May YOY spend with home fitness equipment and subscriptions.



A 159% increase in April YOY spend with online courses, such as Edx.com and Udemy.



Nearly 4x (397%) Increase in May YOY spend with online classes.



Consumers who enjoy video games, didn’t hold back during the pandemic and continued to spend with online services.

97% increase in spend with online video game services in the 10 weeks post pandemic compared to the first 10 weeks of the year.

About the Data



600,000
Americans



150 Million
Transactions



17 Months
Data from January 2019 to May 2020

Segment empowers financial institutions and financial technology providers to easily understand and leverage data, interact with customers, and measure results. Derived from billions of transactions, Segment provides the fastest and most accurate customer insights through advanced data tagging, categorization, and contextualization. Our insights enable all customers of an organization to inform strategies including competitive analysis, risk, marketing, customer experience, and product innovation.