

IN  MARKET  
INSIGHTS

**COVID-19 Impact Report:**

The New Normal



# IN MARKET INSIGHTS

## COVID-19 Impact Report:

### The New Normal

## Overview

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At the peak of the COVID-19 pandemic, nearly **95%** of Americans were under stay-at-home orders. Almost overnight, our daily routines became a thing of the past: going to the barber or salon, date nights with dinner and a movie, and sticking to that weekly gym schedule all felt like a distant memory.

As we speak, states across the country are beginning to slowly open. While each state has set their own guidelines, many have implemented a phased approach to opening, which is tied to key statistics such as the number of new cases, hospital capacity, and more. In fact, we are beginning to see the emergence of a new phase of the pandemic linked to America's re-opening: hope.

In this COVID-19 Impact Report, we explore the changes observed in consumer behavior and paint a picture of what today's American homes look like by tracking the increase in purchases for key products/services pre and post pandemic. Specifically, we'll reveal how consumers have evolved from the frenzied buying of essential goods at the start of the pandemic to settling in at home and adjusting to the "new normal." Using purchase data, we'll uncover just how well Americans have adjusted and replaced key products and services. In addition, this reporting will give you a glimpse into what a typical day in your home may in fact look like.

It's relatable, insightful, and--perhaps for some of us--nostalgic, as we re-connect with loved ones, return to a simpler time, and even break out a puzzle or board game or two. For advertisers, this also represents an opportunity to re-connect with consumers while they are at home to offer support and value while they cook, clean, stream, work, play, and shop online via their connected devices and favorite apps.



# How We Did It

InMarket's *COVID-19 Impact Report: The New Normal* leveraged 2 key data sources:

1. InMarket's proprietary panel of 1,000 randomly selected, permission-based, anonymized U.S. credit card/debit card consumers
2. Various third-party, permission-based data sources including sales data collected from a panel of 60,000 app users in the U.S.

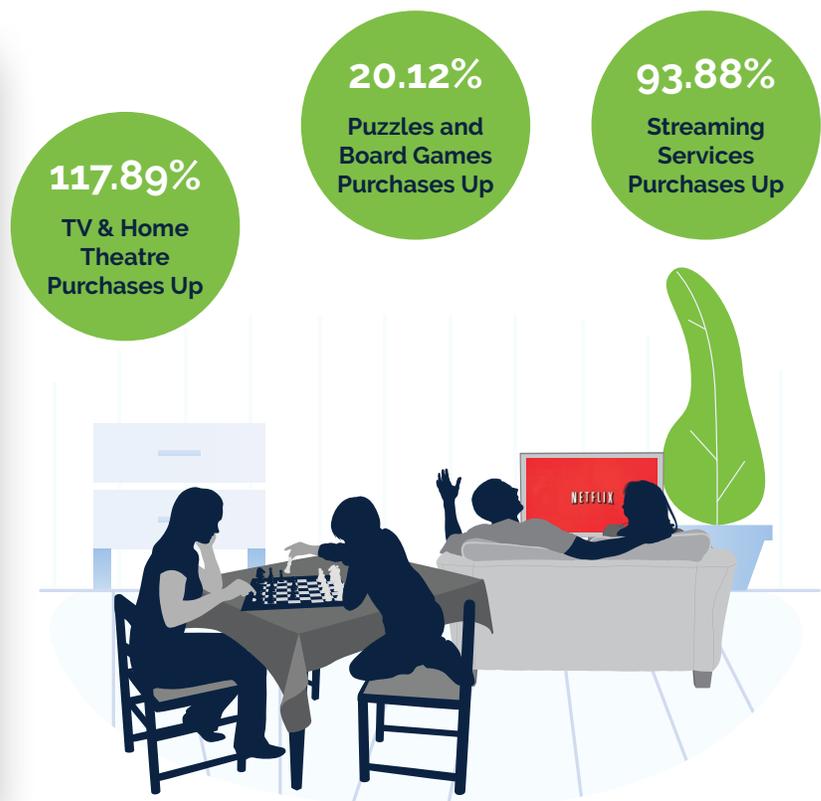
To calculate the increase in spending, InMarket measured the average dollar spend per device for different categories and items during February 2020 vs. March-April 2020. We then calculated the percent difference between these two dollar amount averages to see which items saw a boost in spend, indicating its increase in popularity.

For more information about methodology or additional real-world recommendations around appropriate targeting, channel, content, and messaging strategies and tactics, visit [InMarket's COVID-19 InSights Center](#) or contact your InMarket representative.

## The New Normal: The In-Home Fun

TV and Home Theater spending is up triple-digits. When coupled with the fact that streaming services have also seen a 93.88% increase in dollar spend, it's clear Americans are seeking entertainment to fill some extra time and to escape the 24/7 news coverage of the pandemic.

Puzzles and board games have also made a comeback, rising more than 20%. Americans are looking to keep busy, engage the brain, and bond with family over familiar—even nostalgic—games they may have played as a child.



# The New Normal: In-Home Self-Care



**22.87%**  
Exercise, Sports  
and Fitness  
Purchases Up

Exercise, sports, and fitness equipment—like yoga mats, weights, kettlebells, etc—have seen a spike in average dollar spend. With gyms closed, consumers are finding creative ways to work out at-home and even [attend](#) live streaming classes to keep in shape.

Patrons who normally regularly visit their barbers or salons are opting to groom at home. Average dollar spend is up 17.24% for foot care, indicating in-home mani-pedi spa days are on the rise. In addition, DIY haircuts are also increasing as evidenced by the 15.29% increase in spending for hair trimmers and clippers.



**17.24%**  
Foot/Nail  
Care  
Purchases Up

**15.29%**  
Hair Trimmers/  
Clippers  
Purchases Up



**23.49%**  
Sewing  
Supplies  
Purchases Up

What's old is new again as Americans break out their sewing machines and mend, stitch, and sew their favorite garments and create their own protective gear. Average dollar spend for sewing supplies have increased 23.49% as supplies of PPE dwindle and DIY mask patterns gain momentum online.

## The New Normal: In-Home Office

Working from home is the new normal. As a result, spending on office electronics has tripled. Fueled by the rush to buy key office essentials like monitors, printers, bluetooth keyboards, headsets and more, Americans are doing their best to make working from home more efficient and comfortable.



## The New Normal: In-Home Dining Experiences

12.60%

Wine Purchases Up

75.22%

Food Delivery Purchases Up



Sales of sauces and herbs are up dramatically, indicating that Americans are cooking more at home. Also, food delivery and wine purchases are up when comparing February to March-April. Contactless services (like delivery and pick-up) offered by many restaurants have made it both easy and safe for Americans to enjoy the food they love. Restaurants have also offered premixed cocktails, spirits, wine, and beer specials—along with takeout orders—to replicate what used to be a night out. Seems like Americans can't shake that craving for their favorite dishes and drinks at their go-to restaurant.

At InMarket, we analyze opted-in, always-on location data from 50 million+ Comscore-verified active users in order to understand real-world trends. These hyper-accurate SDK integrations with the world's most popular apps also enable one-to-one brand engagement at precise moments that drive industry-leading campaign results.

To view additional COVID-19 Impact Reports, please visit [InMarket's COVID-19 InSights Center](#). For more information on InMarket InSights, or to learn about how to make the most of every Moment InHome, InPath, InStore, and InHand, please [contact us](#) today.