

Lockdown 1 was all about store-cupboard essentials.

So who are the winners in Lockdown 2?

Grocery retail saw a spike in sales through March due to people stocking up on store cupboard essentials.



8 in 10

Did not stockpile this time

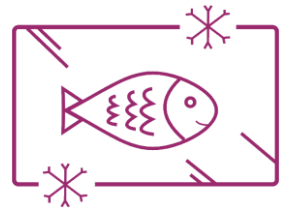


The same proportion found it easy to find the range of groceries they needed in the last week.

A significant improvement at the start of **Lockdown 1** in March when this figure was **48%**

A further boost for Frozen

18% are buying a wider range of frozen food – significantly lower than in **Lockdown 1** when this proportion was around **24%**.



18 - 34



But evidence of a new generation turning to the Freezer aisles as **34%** of 18-34 yr. olds had tried a range of different frozen products.

And as more turn to the bottle, not all of it is alcoholic:

1 in 4 claimed to be drinking more alcohol



Why?

Generally, to relax **59%** and to relieve boredom **45%**

But also, to relieve anxiety **26%** - up from **19%** in June at the end of **lockdown 1**.

Around **1 in 5** have bought a **no/lo** alcohol drink since lockdown.

Highest interest for **No** and **Lo** alcohol drinks amongst pre-family group.

Sample taken across the UK | n=555

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