

Latin Americans in times of COVID-19: Health First and consumption impacted by the breakdown

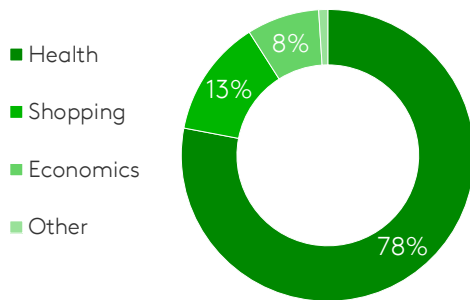
Latam Thermometer #3 – April 6th

To understand the new context, we asked Latin Americans how they feel about COVID-19 and looked into the current impacts on FMCG consumption.

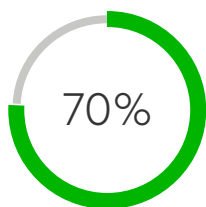
Health first

The main concerns for consumers in the region are health-related issues; shopping topics come in second; and, last, fears of an economic recession or job losses.

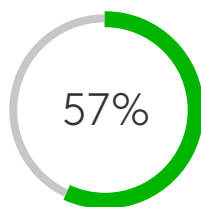
Main concern about COVID-19 by areas



What are you doing due to COVID-19?



Leaving home only when it is essential

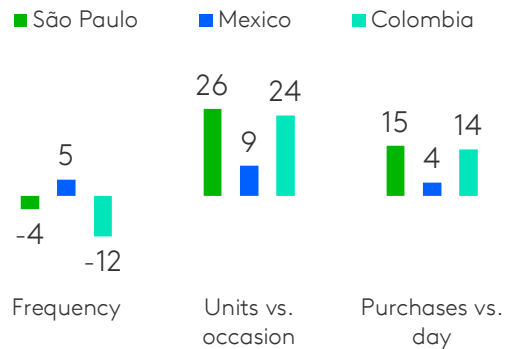


Stopped going to restaurants, bars, etc

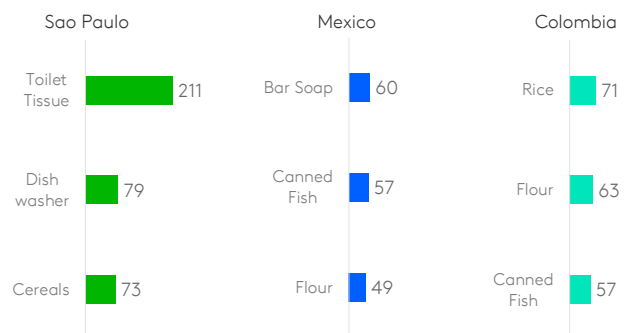
Source: Kantar LinkQ Latam –15-30/03/20 – 6,996 Households

What have been the first impacts for FMCG?

Comparison periods: March 16 to 22 vs. March 9 to 15/3



Top 3 categories – spending variation (%): March 16 to 22 vs. March 9 to 15/3



What's next?

A fall in FMCG spending can be expected in April, as consumers have already stocked up on some products. Also, there will probably be an increase in concern with the economy, especially in terms of unemployment as the effects of the slowdown start to be felt.