

Latam consumers' lockdown: from stockpiling to cutback

After 4 weeks monitoring consumption in times of isolation, we see Latam reflecting the same trend anticipated by European countries. In summary, a slight decline, but FMCG still up overall with a recovery in spending, caused by the growth of items per trip – in effect offsetting the drop in frequency.

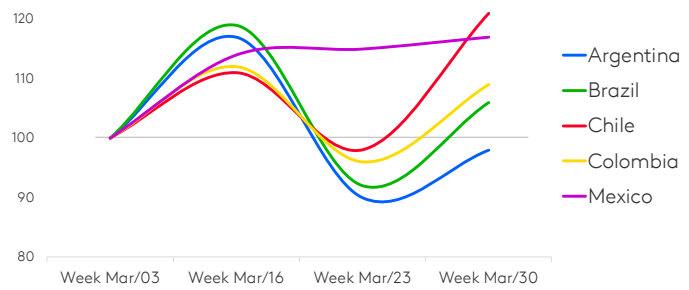
Three consumption scenarios

Stockpiling: those who can obtain supplies at the best price have done so in some countries, benefiting C&C and Wholesalers, especially in the first weeks.

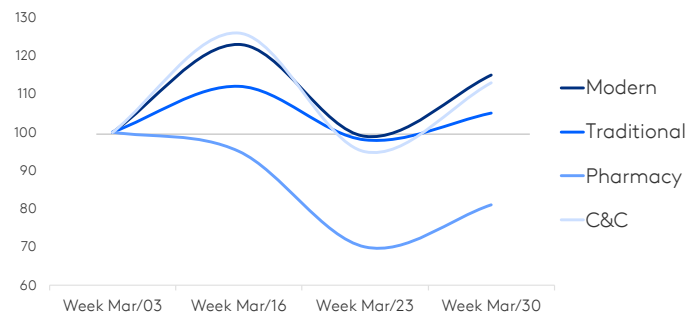
Closer to Home: The Neighbourhood and Traditional markets saw their penetration and spending grow, too. Convenience gained this space especially after the second week (Mar/16).

At Home: E-commerce, although not as developed in the region, has been showing growth driven by the need of the moment. Retailers are looking for ways to bring solutions to consumers - ranging from platforms, customer service staff for communications, and selling via messaging apps such as WhatsApp.

Total FMCG Spending Variation (Mar/09 = 100)



Total FMCG Spending by Channels (Mar/09 = 100)



LATAM – E-commerce Penetration (Mar/09 = 100)

