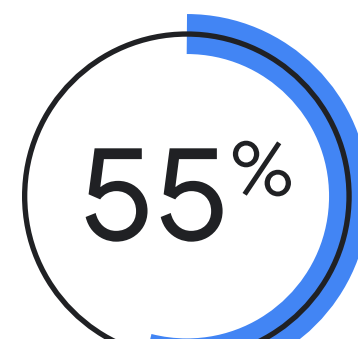


Understanding the outbreak: Changing consumer behaviour in the Czech Republic

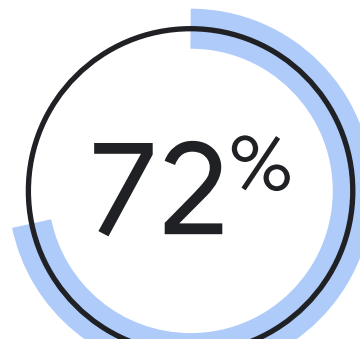
Our latest consumer behaviour analysis takes a deep dive into the changing habits of Czech consumers from ongoing research and data collected during the beginning of May lockdown.



The economic outlook...

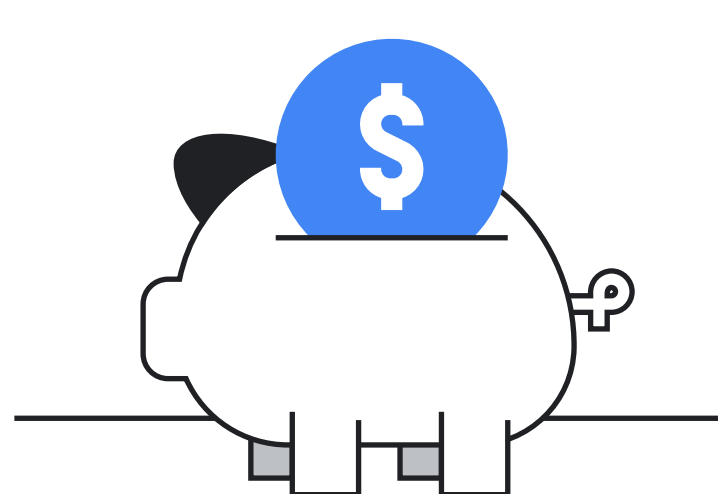


55% of Czech shoppers expect the economic situation to worsen in the coming year¹



72% of Czechs are concerned that the pandemic will have a further impact on the economy²

Czechs get cautious



34%

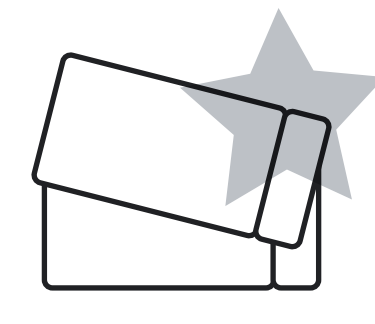
Think it's a bad time to make expensive purchases for the home³

Plans on the back burner⁴



Clothing

23% will not postpone planned purchases
32% will postpone planned purchases



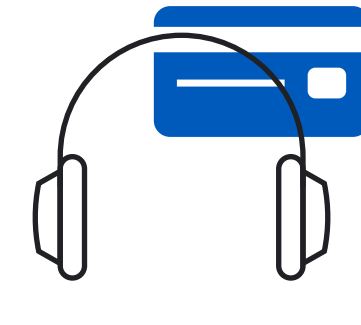
Event Tickets

8% will not postpone planned purchases
29% will postpone planned purchases



Small household appliances

9% will not postpone planned purchases
19% will postpone planned purchases



Electronics

7% will not postpone planned purchases
10% will postpone planned purchases



Computers & accessories

7% will not postpone planned purchases
11% will postpone planned purchases



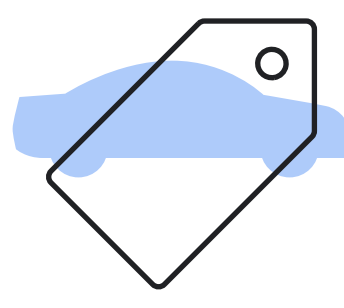
Large household appliance

8% will not postpone planned purchases
15% will postpone planned purchases



Phone & accessories

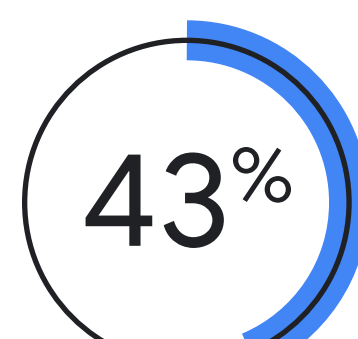
8% will not postpone planned purchases
13% will postpone planned purchases



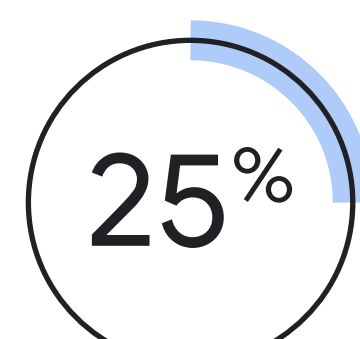
Cars

4% will not postpone planned purchases
10% will postpone planned purchases

Open for business?⁵



43% Believe companies that remain open provide an important service



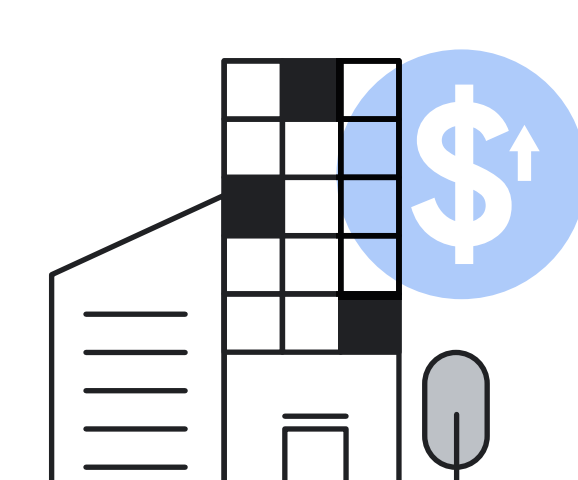
25% Believe companies that remain open put the health of their employees at risk

Pandemic prices⁶



59%

Disagree with companies that hike prices of essential products and services



79%

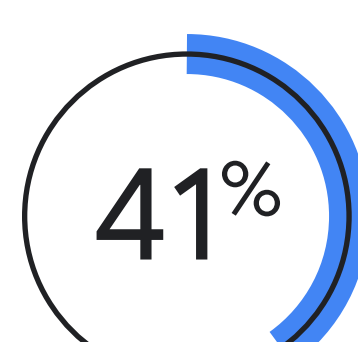
Have noticed companies trying to take advantage during the pandemic



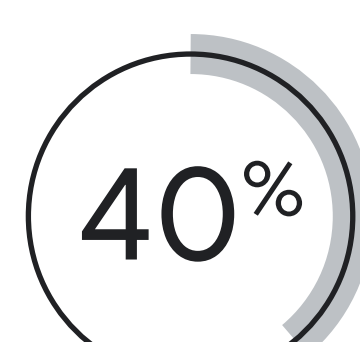
79%

Say that current behaviour by companies will influence loyalty and future business

In-store purchase pain points



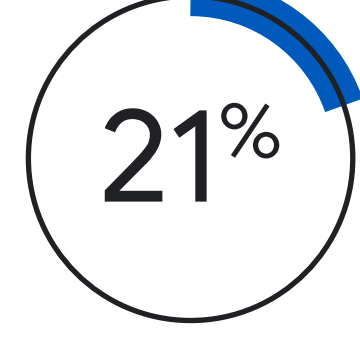
41% Of consumers noticed price increases⁷



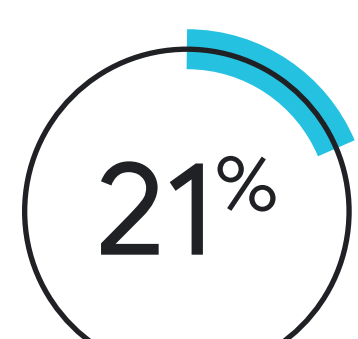
40% Did not find the goods they needed in the supermarket⁸



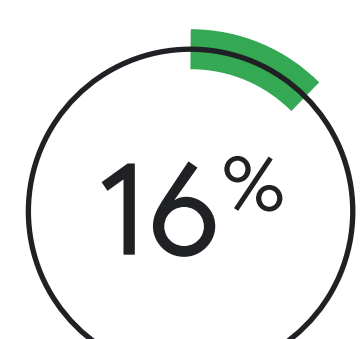
39% Checkout lines too long⁷



21% Store was closed⁷

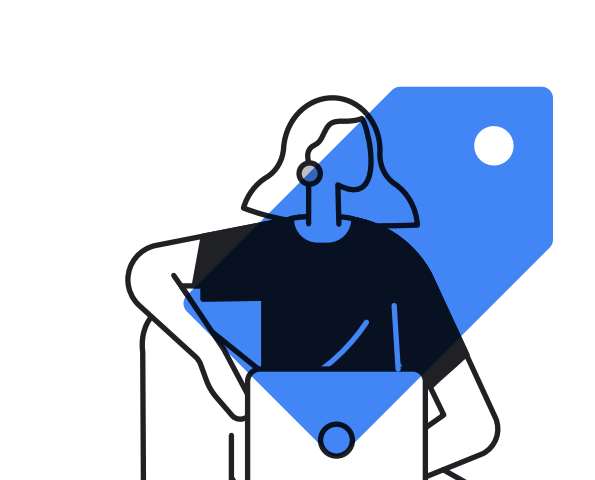


21% Items desired were out of stock⁷



16% Had to line up and queue to enter the store⁷

A growing shift to online



66%

Of surveyed Czechs aged 16-65 made an online purchase in the past week⁹

Sources:

1. Coronavirus Consumer Pulse, Growth From Knowledge/Google Q2 2020, Czech sentiment
2. Coronavirus Consumer Pulse, Growth From Knowledge/Google 2020 Q2: Which of the following aspects concern you the most in relation to the crisis situation? Select the 5 most important
3. Coronavirus Consumer Pulse, Growth From Knowledge/Google 2020 Q2: A06. If we think about the most expensive items that people buy for their home, like furniture, decor, the fridge, the kitchen, the television, etc., do you think now is a good or a bad time to buy these things?
4. Coronavirus Consumer Pulse, Growth From Knowledge/Google 2020 Q2: F04. Are you planning to postpone previously planned purchases in the coming weeks pending what is to come?
5. Coronavirus Consumer Pulse, Growth From Knowledge/Google 2020 Q2: H08wk3. Below are two statements about the companies that are currently open. We ask you to indicate how close your opinion is to one or the other extreme.
6. Coronavirus Consumer Pulse, Growth From Knowledge/Google 2020 Q2: H05wk1. To what extent do you agree with the following statements? Even in difficult periods such as the current period...
7. Coronavirus Consumer Pulse, Growth From Knowledge/Google 2020 Q2:E12. Which if any of the following challenges have you faced while shopping this week?
8. Coronavirus Consumer Pulse, Growth From Knowledge/Google 2020 Q2: E02. Last week, did you find less stock or empty shelves for the following products in the supermarket?
9. Coronavirus Consumer Pulse, Growth From Knowledge/Google 2020 Q2: Focus on online purchases, study of 500 participants, aged 16-65.