

Ongoing concern has elevated expectations of safeguarding measures

Importance of measures to choose where to shop (top 5): % saying 'very important'



Hand sanitiser & wipes available upon store entry

59%



Limiting the number of shoppers in store

38%



Contact-less credit card option for payment

31%



Presence of plexiglass dividers for cashier

29%



Require customers to bag their own groceries if using a re-usable bag

25%

Anxious/wary consumers will value retailers & products that support their heightened need for safety, cleanliness and trust



Source: IRI analysis; COVID-19 Shopper Survey; May 2020, n = 5,566

Question: Thinking ahead to your shopping plans in the next month, how important are the below in determining your level of comfort in returning to normal store shopping habits? (Please select one answer for each attribute)