

# Consumer Sentiment in U.K. COVID-19's Impact

Although U.K. consumer shopping behaviours have changed because of the COVID-19 crisis, there are clear indicators that consumers are willing to return to stores and restaurants under the right circumstances. **Here is a closer look.**

## Foodservice

**Ensuring social distance was the top-ranked restaurant initiative** that would encourage consumers to eat or drink away from home again.



31%

31% of survey respondents have used restaurant delivery services during the lockdown.



Source: The NPD Group/COVID-19 Foodservice Sentiment Study, U.K., May 2020

## Sports

**1/3 of consumers feel ready and comfortable to go into stores** immediately if social distancing rules are respected.

1/3



64%

64% would be willing to queue for up to 20 minutes to get inside a store to purchase sport shoes or clothing.



Source: The NPD Group/COVID-19 Study, U.K., May 2020

## Toys

**60% intend to continue buying toys online.** Click & collect was the top-ranked initiative that would make consumers more comfortable to visit a store.



60%

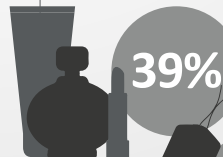
82%

82% of consumers say they are apprehensive about trying a product in-store.

Source: The NPD Group/COVID-19 Study, U.K., May 2020

## Beauty

**39% of consumers aged 18 – 34 plan to buy beauty products to celebrate the end of lockdown.**



39%

47% say price promotion will be a main driver of shopping in-store after lockdown.

47%

Source: The NPD Group/COVID-19 Study, U.K., May 2020

In-store experience, convenience of online shopping, and price promotion will need to blend to create a new retail experience in the U.K. on the path to recovery. We're here to support your business. Let us know how we can help.

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