

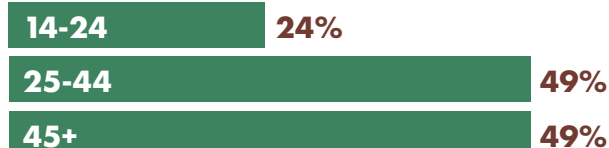


10 THINGS TO KNOW ABOUT...

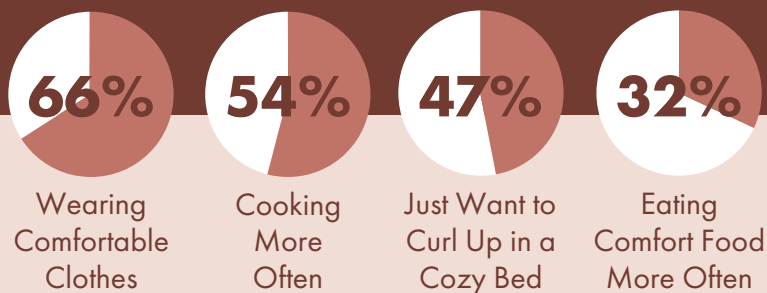
COVID-19 & CONSUMER CONCERNS IN MEXICO

Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):

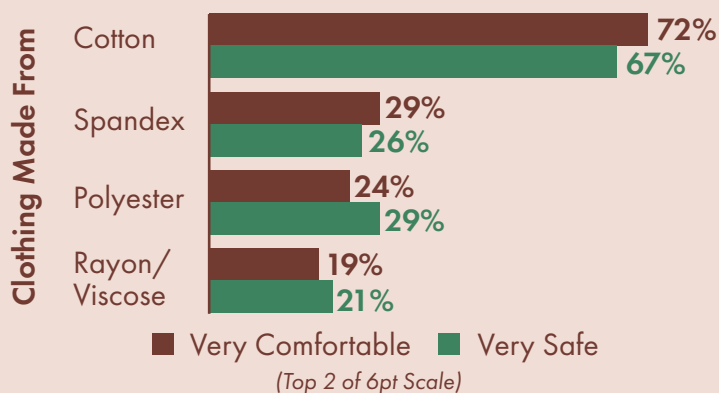
AGE



Consumers are seeking out comfort:

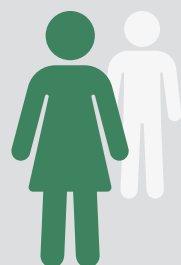


Consumers rate clothing made from cotton the most comfortable and the safest.



59%

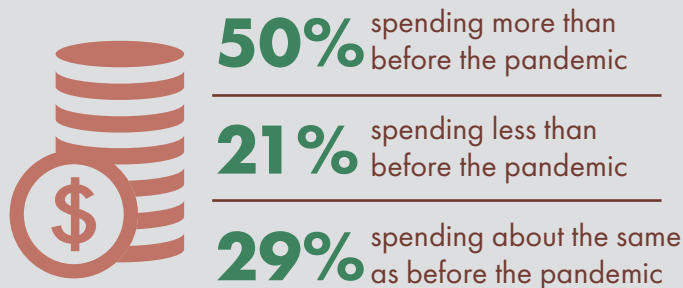
of consumers say they feel "very afraid these days"



WOMEN 64%

MEN 55%

Half of consumers are spending more money than before the pandemic:

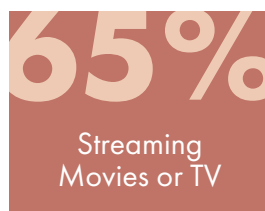


Groceries 58% and Household Supplies 57% are the largest categories for extra spending.

26%

of consumers are shopping online more than before the pandemic

Consumers are spending extra time online doing the following activities:



72%

expect this experience to change the way they shop in the future.