



Growth
from
Knowledge

Coronavirus Consumer Pulse

Week 12 (March 16th – 22nd)

GfK Belgium

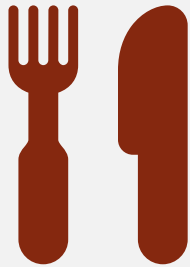
Consumer Insight



COVID 19: Increased focus on well-being

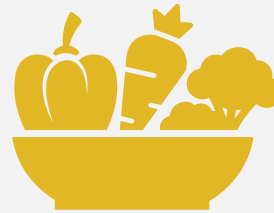


Corona crisis turns Belgian consumers into home cooking chefs



96% ate home made meal

+33% than usual



98% consumed fresh vegetables

+21% than usual



20% will buy more fresh fruits and vegetables in the coming weeks



A big opportunity to promote well-being related products!

COVID 19: Increased need in Gardening & DIY



Belgians seek for peace of mind in gardening & DIY during the Corona crisis



72% Interested in Gardening

+17% than usual

Among those who are interested in gardening

23% will purchase plants

23% will purchase aromatic plants seeds

in coming weeks without postponing it




68% Interested in DIY

+12% than usual



A great opportunity for gardening / DIY products manufacturers!



Corona crisis turns Belgian consumers into home cooking chefs

33% is eating more at home-
made food
20% is eating less pre-made
meals

Source: GfK Coronavirus Consumer Pulse Belgium Week 12 (March 16th – 22nd)

During the Corona crisis,
Belgians take extra care on their nutrition.



21% consumed more **fresh vegetables**

23% consumed more **fresh fruits**

20% will buy more **fresh fruits and vegetables** in the coming weeks



Source: GfK Coronavirus Consumer Pulse Belgium Week 12 (March 16th – 22nd)

Belgians re-discover the joy of gardening during the Corona crisis



17% is more interested in gardening (products).

Among them,

25% will buy potting soil in the coming weeks.



Source: GfK Coronavirus Consumer Pulse Belgium Week 12 (March 16th – 22nd)

Contact / form