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

Among those who are interested in gardening....

- 23% will purchase plants
- 23% will purchase aromatic plants seeds

in coming weeks without postponing it

72% Interested in Gardening
+17% than usual

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