

# COVID-19 Weekly Insight Update

W/E 26<sup>th</sup> June 2020  
**#AlwaysOpenForYou**



# Key Take Outs

- 1) The number of people to die with Covid-19 worldwide passed half a million. However, the UK continues the downward trend now with less than a thousand new confirmed cases per day.
- 2) Boris Johnson announced **extensive changes to England's lockdown**, including a relaxing of the 2m rule. From July 4th pubs, restaurants, cinemas and hairdressers are allowed to reopen in England.
- 3) **Across Europe, lockdown** measures are being **lifted cautiously**, in phases. Businesses are reopening and many children are back in school. Many internal borders opened again in mid-June and there are hopes that external borders will be lifted from 1<sup>st</sup> July.
- 4) **Focus on health** continues even in times of Covid. Consumers are making changes to their consumption habits towards healthier options.
- 5) **Grocery sales** remain consistently ahead of 2019 levels, settling at ~£2.4bn per week.
- 6) **Online grocery** share continues to rise despite the easing of lockdown; it remains unclear when it will hit the peak.
- 7) The **retailer battle for value** started with Tesco announcing plans to offer 'great prices every day' to prevent discounters from gaining the sort of price advantage that fired their growth post 2008/9.

# UK welcomes the easing of lockdown restrictions

## The infection in the UK

311,151 lab confirmed cases

901 lab confirmed cases per day

43,550 deaths\*

The number of people to die with Covid-19 worldwide passes 500,000.

Since the outbreak began, there have been more than 10 million cases.

- The number of mobile Covid-19 testing units will more than double over coming weeks, with the military earmarked to staff many facilities
- Mobile units, which can be set up in under 20 minutes, provide access to testing, often in more remote areas.

**Worldwide >10.2M confirmed cases / >504,500 deaths**

Source: Gov.uk & Worldometer as per 28/6/2020; BBC news 29/6/2020

\* Covid-19 associated deaths, not just in hospitals

## Holiday bookings "exploded" after the government announced current restrictions will be eased.



**From 6/7 holidaymakers will be allowed to travel to certain European countries without having to spend 14 days in quarantine upon their return.**

- TUI UK&I saw bookings increase by 50% last week, versus previous week, with holidays to Spain and Greece the most popular this summer.
- Lastminute.com experienced an 80% increase on holiday sales compared to last week, largely attributed to the announcement of Spain lifting the quarantine for Brits.
- Eurotunnel saw an increase of bookings weeks ago but bookings "exploded" when the announcement was made on Friday.



Source: BBC News, 27/6/2020

# UK OOH reopening from 4/7 – Government guidelines



- **Pubs, restaurants, cinemas & hairdressers to reopen in England**
- Music should be kept quiet to avoid people needing to shout, which increases the risk of transmission from tiny droplets in the air
- Customers to **book in advance** and **order food and drink direct to their tables** through smartphone apps
- Businesses should:
  - Carry out a Covid-19 risk assessment to ensure the safety of their workplace
  - Share their risk assessment on their website
  - Develop cleaning and hygiene procedures
  - Reconfigure seating, separate customers from each other by screens, minimise self-service, cancel live acts and stagger arrivals
  - Keep a temporary record of customers and visitors for 21 days to support the test & trace system
- The **2m social-distancing rule to be replaced with a “1m plus” rule** in England. The 2m rule will remain in Scotland and Wales

## Venues to Reopen:

- **Pubs, bars and restaurants** but only with table service for indoors.
- **Hotels, holiday apartments, campsites and caravan parks.** Shared facilities must be cleaned properly
- **Theatres and music halls** but they will not be allowed to hold live performances
- **Weddings** will be allowed with up to 30 attendees
- **Places of worship** will be allowed to hold services but singing will be banned
- **Hair salons and barbers** must have protective measures in place, such as visors
- **Libraries, community centres and bingo halls**
- **Cinemas, museums and galleries**
- **Funfairs, theme parks, adventure parks, amusement arcades, outdoor skating rinks and model villages**
- **Indoor attractions** where animals are exhibited, such as at zoos, aquariums, farms, safari parks and wildlife centres

Some other venues will remain closed by law, including nightclubs, casinos, indoor play areas, nail bars, beauty salons, swimming pools and indoor gyms.



# Lockdown Lifting across Europe

## Germany



- Smaller shops began reopening in April
- **Schools** reopened for young children & those taking exams
- **Bundesliga football matches** resumed behind closed doors on 16/5
- **Land border controls** lifted on 15/6
- Two different **households** now allowed to meet up
- Big public events like **festivals banned** until at least the end of August
- “Emergency brake” applied anywhere with a surge in new infections

## Italy



- Bars, restaurants, hairdressers, some shops, museums and libraries reopened 18/5
- **Theatres and cinemas** reopened 15/6 with a strict limit of 200 people allowed inside venues
- **Nightclubs** will be allowed to open 14/7
- **Schools** will not reopen until 1/9
- **Gyms and swimming pools** reopened in most regions 25/5, with strict social distancing rules
- **Serie A football** returned 20/6, with amateur sports allowed from 25/6

Source: BBC News, 25/6/2020

## Spain



- 1/6 moved to **2<sup>nd</sup> phase for 70% of Spaniards**. Madrid, Barcelona and some other regions stayed under tighter phase-one restrictions.
- **State of emergency officially ended** on 21/6 restoring freedom of movement and reopening some borders
- People must stay 1.5m apart in public
- **Face masks compulsory** for anyone aged 6+ in public, both in & outside
- **Schools** partially reopened 26/5. Full reopening not expected until September

## France



- As of 15/6 restrictions can ease faster on mainland
- **Bars and restaurants** allowed to open in & outside, including in Paris
- All **schools** except high schools fully reopened on 22/6. Schools for 15-18 y.o. (lycées) reopening but attendance not compulsory
- **Gatherings of <10 people** also permitted; elderly and vulnerable allowed out but must use common sense
- **Family visits to retirement homes** permitted 15/6
- **Beaches** opening under tight restrictions; **cinemas** start reopening 22/6

## Netherlands



- **Bars and restaurants** reopened 1/6 for up to 30 guests inside & unlimited numbers outside, provided people maintain 1.5m distance
- **Cinemas, theatres and concert halls** reopened for 30-guest maximum
- Mandatory **face masks on public transport** for anyone aged 13+
- From 1/7 no maximum limit on number of people inside places incl. shops, museums and libraries
- **Secondary school** pupils returned to class on 2/6

# Ongoing Importance of Health

## Increase in plant-based meals & drinks

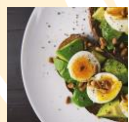
**1 in 5** Brits say they've **reduced their meat consumption** during the pandemic

An additional **1.8 million** households have been buying meat-free products

Additional meals vs an average week pre-COVID



**+33%** (+873m)  
more meals with meat or fish



**+43%** (+750m)  
Meat free main meals



**+50%** (+86m)  
Plant based main meals



Squeaky Bean has collaborated with other vegan food brands to launch **a plant-based food box for delivery** via the app Foodchain

Source: Kantar, Mintel & BBC News

## Food & drink to support immune systems

**20%** of UK adults have **become more interested in food that can support their immune system** since the start of the outbreak

**1 in 2** 16-34 year old's said that the outbreak has prompted them **to add more nutrients that support the immune system to their diet**



Kellogg Multigrain Flakes with Cherry, Dark Chocolate & Almonds are enriched with **nutrients to help support normal function of the immune system**



Little Tummy delivers fresh, organic and baby meals straight to parents' doorsteps, including **pro-immune system products**

Source: Mintel

## Cutting down unhealthy snacks

Families cutting down on snacks, with **19 million** fewer 'extra' snacks in the last month

### Changes in total snacking occasions in May vs April



Fruit snacks up by **+21m**



Crisps & snacks down by **-42m**



Chocolate confectionary down by **-18m**

Source: Kantar

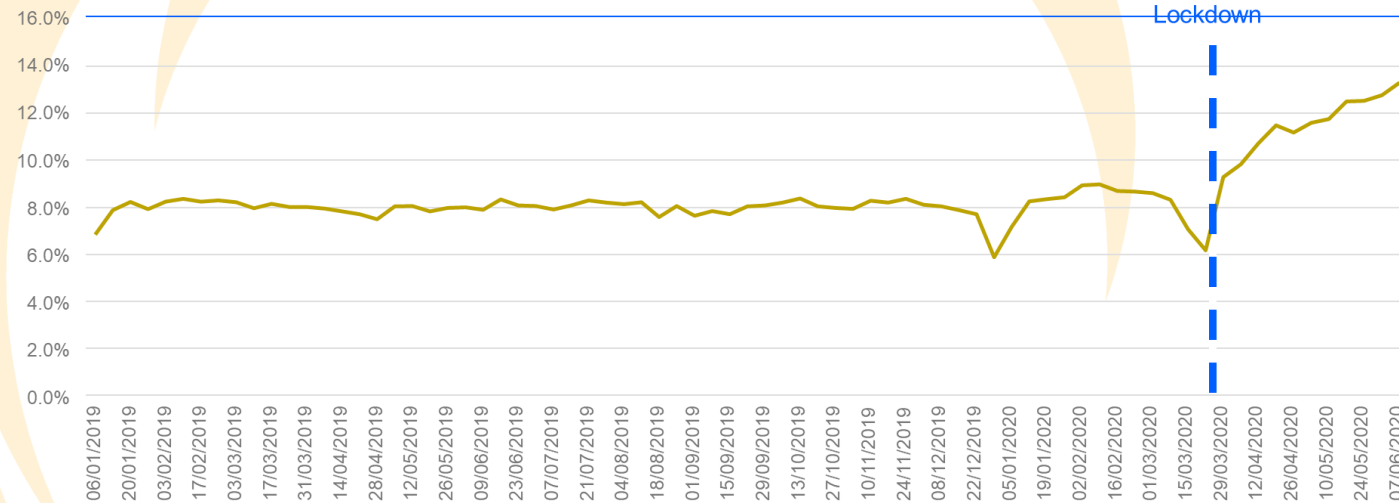


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# Ecommerce % Continues to Rise Despite Lockdown Easing

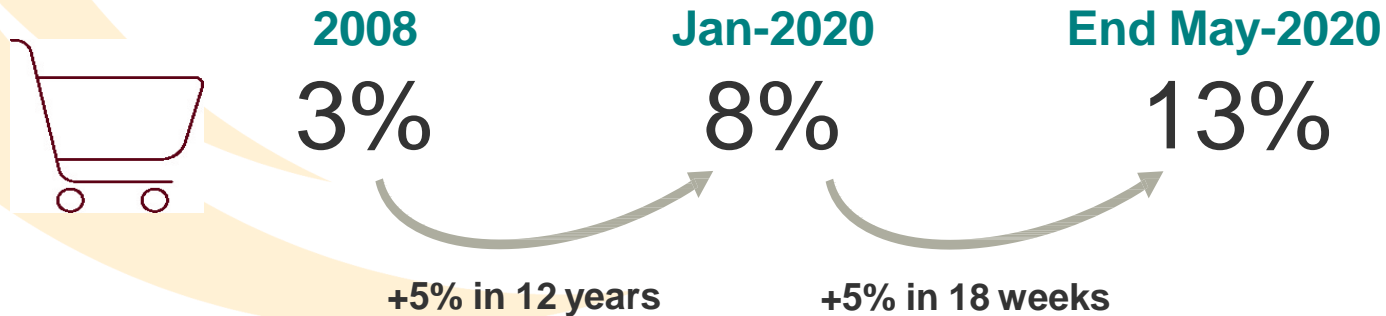
It remains unclear when we will hit our peak

Total FMCG - Take Home Grocery E-commerce – Weekly Share£%



## A decade's worth of share gains in a matter of weeks...

Online share of Take Home UK grocery: £%



*In the month ending 14.06.20*

**+91%**

**Online Grocery  
Value Sales YoY  
Growth**

The huge increase in available  
delivery slots meant nearly

**1 in 5**

**British households bought  
groceries online, totalling  
5.7m shoppers**

Sources: Kantar COVID-19 and the Surge to Digital  
16.06.20; Kantar Grocery Market Share Report 23.06.20



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# Retailer News w/e 26th June

## Supermarkets & Discounters:

**Tesco** is to launch a major new price war against the discounters with a drive to everyday low pricing, as it prepares for the UK to face a coronavirus-driven recession. Tesco has said it will not allow the likes of Aldi to gain the sort of price advantage that fired the growth of discounters following 2008/9.

The new tag line for the campaign is understood to be Great Prices Every Day (GPED)



**Supermarkets** considering cutting 2-metre distancing in stores on the back of the easing of lockdown measures

**Tesco** is running clearance sales on excess stocks of pasta, cooking oils and toilet paper; products that came under most pressure from shoppers in March.



## Convenience



Symbol group **One Stop** has swapped a number of its own-label fresh ambient and grocery lines for Tesco branded products to keep retailers' shelves stocked throughout the pandemic

## Online:

**Asda** is providing customers the chance to “recreate their Costa Coffee moments at home” with a dedicated page on its website. The site allows customers to pick from a selection of Costa Coffee packs, Asda own brand milks, Monin syrups and Truvia sweeteners, as well as a range of coffee machines.



**Orderly**, the tech firm that helped Morrisons establish its food box operation in six days has secured government funding to expand as part of an Innovate UK competition open to UK businesses “focused on the emerging or increasing needs of society and industries during and following the COVID-19 pandemic”.

**Pret A Manger** has launched a click & collect service at five London outlets in a trial being run exclusively by Deliveroo. Customers will be able to pay remotely through the app and collect from a designated point in store ahead of any queue.





# Foodservice Continues to Reopen Focusing on Hygiene & Safety



- Will reopen over 1,100 sites by the end of June, with heightened safety measures in place for extra reassurance.
- Each outlet will feature PPE, hand sanitiser stations and contactless payments.
- Perspex screens have been installed at counters, with designated pick up points for delivery and mobile order collections.



- McDonald's launched a walk-in takeaway service across 250 of its restaurants last week.
- Rolled out a takeaway service in 50 of its already reopened restaurants on Wed 24/6.



- Announced the launch of its first virtual delivery brand, Mac & Wings.
- From 2/7 will be available exclusively on Deliveroo from 13 locations with plans for further rollout later in the year.



- Launched 'To The Pub', a new initiative to help pubs in the recovery period.
- Will donate free kegs (~260,000 pints) of its new American pale ale to pubs when they reopen.
- On top of the direct beer donation, consumers have been urged to help the cause by purchasing packs of 500ml cans from the Camden Web shop from 26/6 or Ocado in July.



- Will distribute up to one million items of PPE throughout its pub estate ahead of reopening.
- The package will be worth £280,000 and will provide each pub with a free PPE starter kit containing disposable masks and gloves, hand sanitiser, and rolls of self-adhesive floor tape.



- Invested £250,000 in a reopening support package for its pub partners.
- Available to its 2,500 pubs, the package will include safety point-of sale material, alongside in-depth guidance on reopening and a risk assessment template.



# Always open for you

Our food, beverage and nutrition experts and the entire Nestlé Professional team are available to help and support you during this extraordinarily difficult time.

Please get in touch by phone: UK: 0800 745 845, ROI: 00800 6378 5385  
(9am - 5pm Mon-Fri) or email us at: [learn.more@uk.nestle.com](mailto:learn.more@uk.nestle.com)



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