Shopping During COVID-19

The Snapchat Generation's Outlook on Retail Brands

Snapchatters are adding to their carts from home.

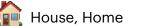
<mark>46%+</mark>

of US Snapchatters 18+ expect to do more shopping on websites and / or apps in the next month.¹

Increases in Engagement, by Vertical²







Pet products

Beauty

They're exploring other new ways to buy essentials.



of US Snapchatters 18+ are likely to buy groceries or products online and pick them up in store in the next month.³



of US Snapchatters 18+ are likely to order groceries or essentials for delivery in the next month.⁴

¹ Snap Inc. survey of US Snapchat users April 19 - 22, 2020. Age and location data subject to restrictions. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details. Question: "In general, how much do you expect to shop from websites / apps in the next month?"; 532 respondents ² Snap Inc. internal data February 22- March 29, 2020

³ Snap Inc. survey of US Snapchat users April 19 - 22, 2020. Age and location data subject to restrictions. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details. Question: "How likely are you to buy groceries / products online and pick up in-store in the next month?"; 520 respondents

4 Snap Inc. survey of US Snapchat users April 19 - 22, 2020. Age and location data subject to restrictions. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details. Question: "How likely are you to order groceries / essentials for delivery in the next month?"; 562 respondents