

Shopping During COVID-19

The Snapchat Generation's Outlook on Retail Brands



Snapchatters are adding to their carts from home.

46%+

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

Increases in Engagement, by Vertical ²



Fast Fashion



Athleisure



House, Home



Pet products



Beauty

They're exploring other new ways to buy essentials.

38%

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

35%

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