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**ANCHOVY.**

COVID-19

**The ripples on  
Consumer Behaviour**

## Let's **break it down**

Unprecedented, black-swan events such as the active coronavirus outbreak are known to disrupt industries.

In the midst of the unknown and orders for social distancing, some businesses will suffer more than others. Meanwhile, consumers habits are changing dramatically to suit their new isolated lifestyle, which is fuelling some other businesses growth.

Our sister company, **Onest Data**, have been analysing the situation for weeks, including the outbreaks influence on an individual's spending habits.

Here's what our data is showing us right now:

**Research suggests it takes 21 days to form a habit. What does this mean for your business?**

# Consumer trends fueled by COVID-19

**54% of the Maltese population have  
shopped online this week**

Source: Onest Data - Based on a public survey from over 700 maltese residents

## The implication:

**64%** of the population are finding it **harder to trust things online.**

## What can you do about it?

Your company may have had to move at a fast pace and create new platforms abruptly. Now, you have to make sure your core reason of existence is still being communicated by formulating a customer centric strategy.

Source: Onest Data - Based on a public survey from over 700 maltese residents

**18% of the Maltese population  
have ordered their groceries  
online this week.**

Source: Onest Data - Based on a public survey from over 700 maltese residents

## The implication:

**97% of people who ordered groceries online this week, did so **for the first time.****

## Does this mean it's only temporary?

No, 69% of them also said they will continue to order their groceries online in the future. A large percentage of first-time shoppers in this industry are above 60 years old, who previously believed online shopping to be more of a challenge than perceived today.

Source: Onest Data - Based on a public survey from over 700 maltese residents

**54% of the Maltese population  
said they buy groceries online  
to save time.**

Source: Onest Data - Based on a public survey from over 700 maltese residents



## The implication:

**People want things, fast.**

### Does this mean faster delivery?

Not exactly, **30%** of people rated **user-friendliness** as the single most important characteristic when online shopping, compared to **10%** who voted for **fast delivery**. People are willing to wait longer for their items, as long as they aren't spending time on it themselves.

Source: Onest Data - Based on a public survey from over 700 maltese residents

What else **changed?**

## **40% of the Maltese population said their fitness was not negatively impacted**

Whilst google searches in Malta for 'weights' hit it's all time peak in March.

## **29% of the Maltese population are now eating healthier meals**

Whilst google searches in Malta for 'healthy recipes' hit it's all time peak in March.

**40% of the Maltese population are consuming more content**

Whilst google searches in Malta for 'Tik Tok' hit it's all time peak in March.

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