



# Market Structures Post-Pandemic

Virtual shopping, a head-start at a new way of business



## Market Structures Validity

Current Market Structures are valid until something happens in the category to change shoppers' thoughts, like COVID-19.



## Out-of-Stocks are Changing Behaviors

Covid-19 has forced shoppers to re-evaluate what products they're willing to switch to for every category, as products they normally choose and substitutes have been unavailable.



## Long-Term Category Changes

Pandemic product trials will result in discovering new favorite products and long-term changes to shopping behavior while also changing what's important for the category to deliver in this new shopping landscape.



## New Strategies are Must-Haves

All CPG companies should be looking at developing new market structures based on the new way consumers will be shopping for their category.



## Longitudinal Panel Data Disruptions

Market Structures based on shopper panel data from the last 2 years will have disrupted behavior as of March. For at least a year after a new normal takes shape, panel data-based market structures won't have enough "good" data to support building a new structure.



## Virtual Shopping Data is the New Norm

A virtual shopping approach can be utilized to get switching data for building a market structure that provides a useful base understanding of the new ways of shopping a category 12-15 months before the other approaches can yield useful data again.