

CES COVID-19 Consumer Pulse Survey

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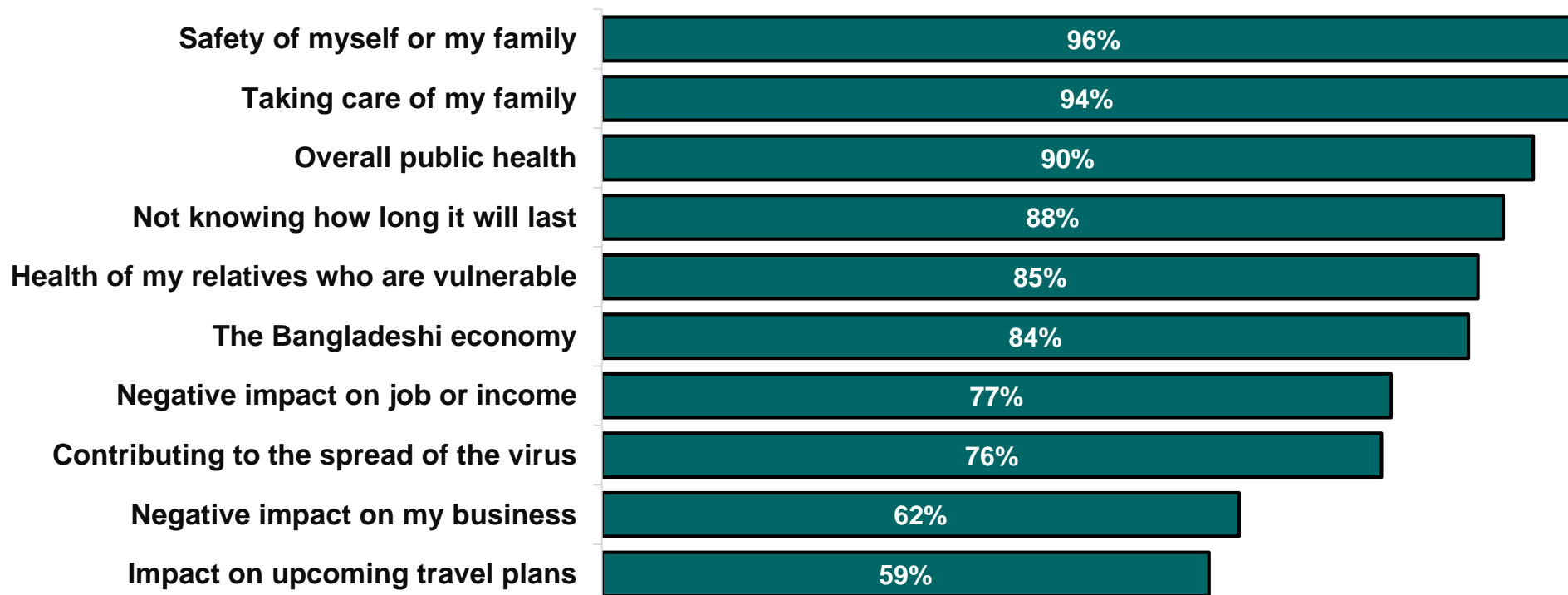
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Bangladeshi Consumers are most concerned about personal and family safety

Biggest Concerns of Bangladeshi consumers amid COVID-19

% of respondents

Very Concerned/
Extremely Concerned

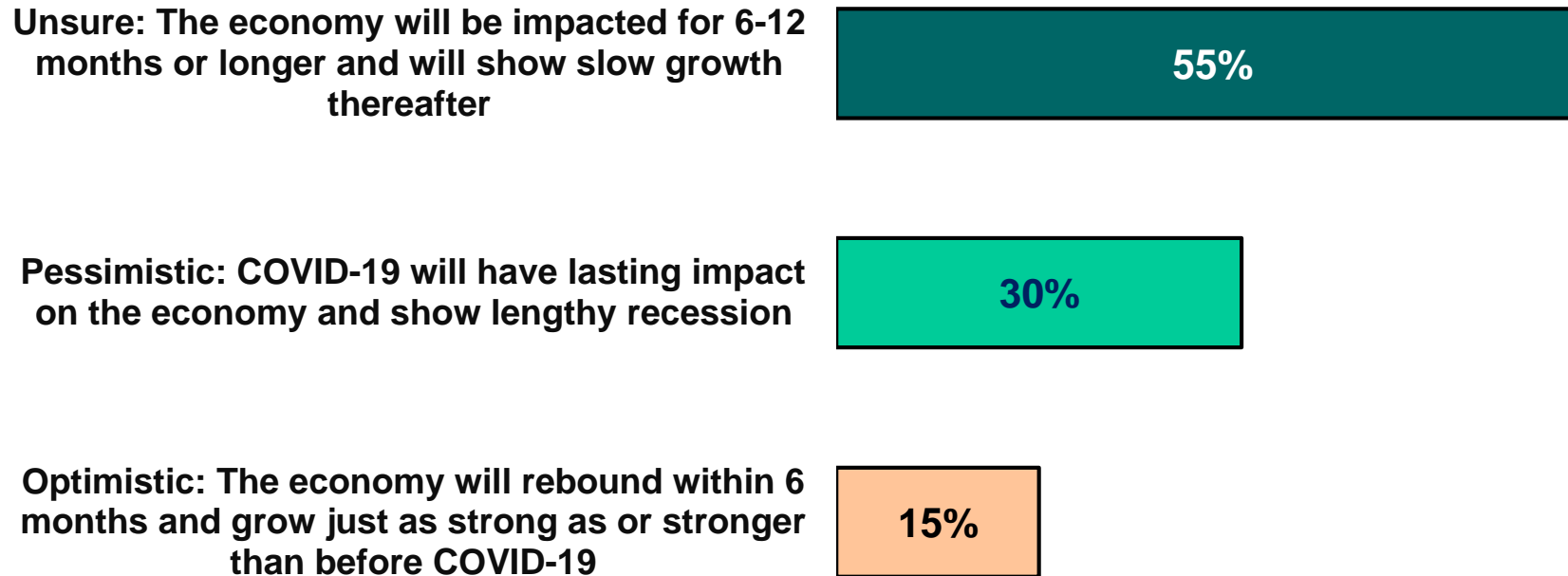


Q: What Concerns you most about the COVID-19 situation? Possible Responses: Extremely Concerned/Very Concerned/ Minimally Concerned/Somewhat Concerned/Not a Concern

Majority (85%) unsure or pessimistic about the country's economic condition after COVID-19

Confidence on economic condition of Bangladesh after COVID-19
% of respondents

■ Unsure ■ Pessimistic ■ Optimistic

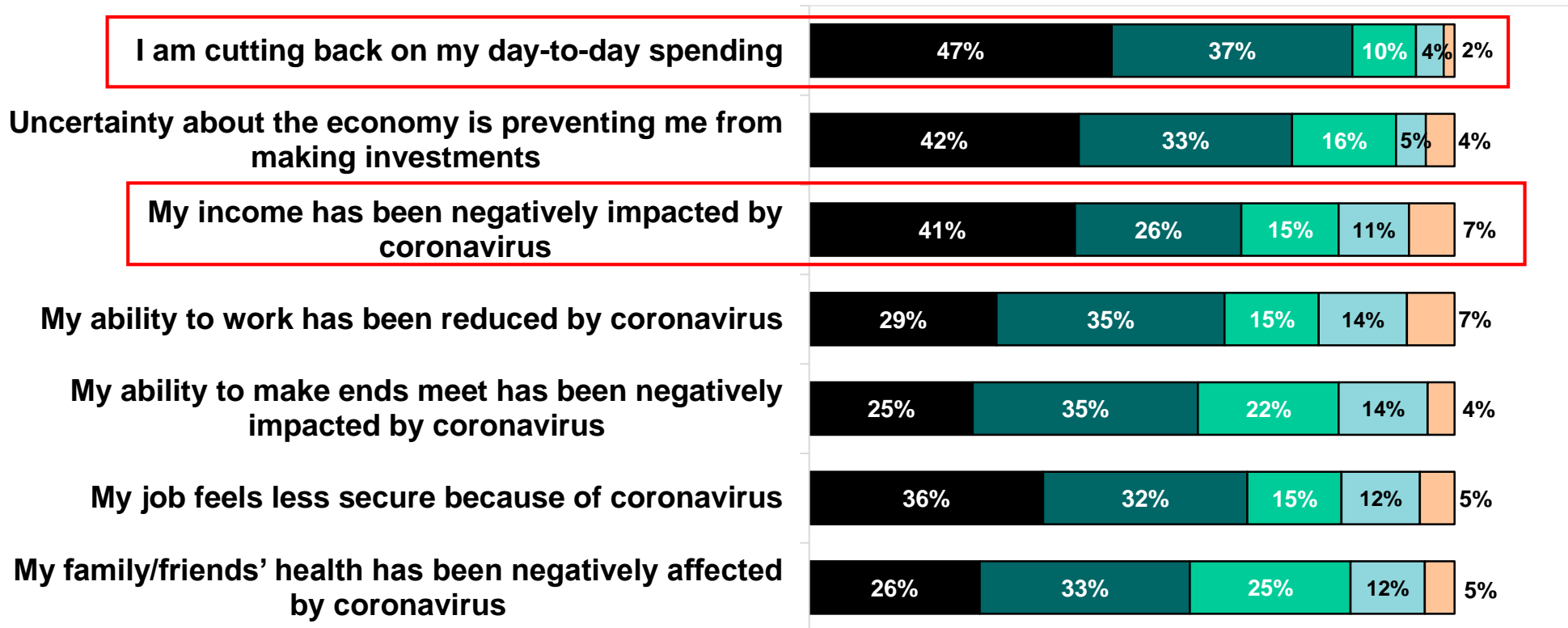


Majority (at least 84%) cutting back on spending and (at least 67%) experiencing drop in income

Overall sentiment of Bangladeshi consumers

% of respondents

Strongly Agree
 Agree
 Unsure
 Disagree
 Strongly Disagree



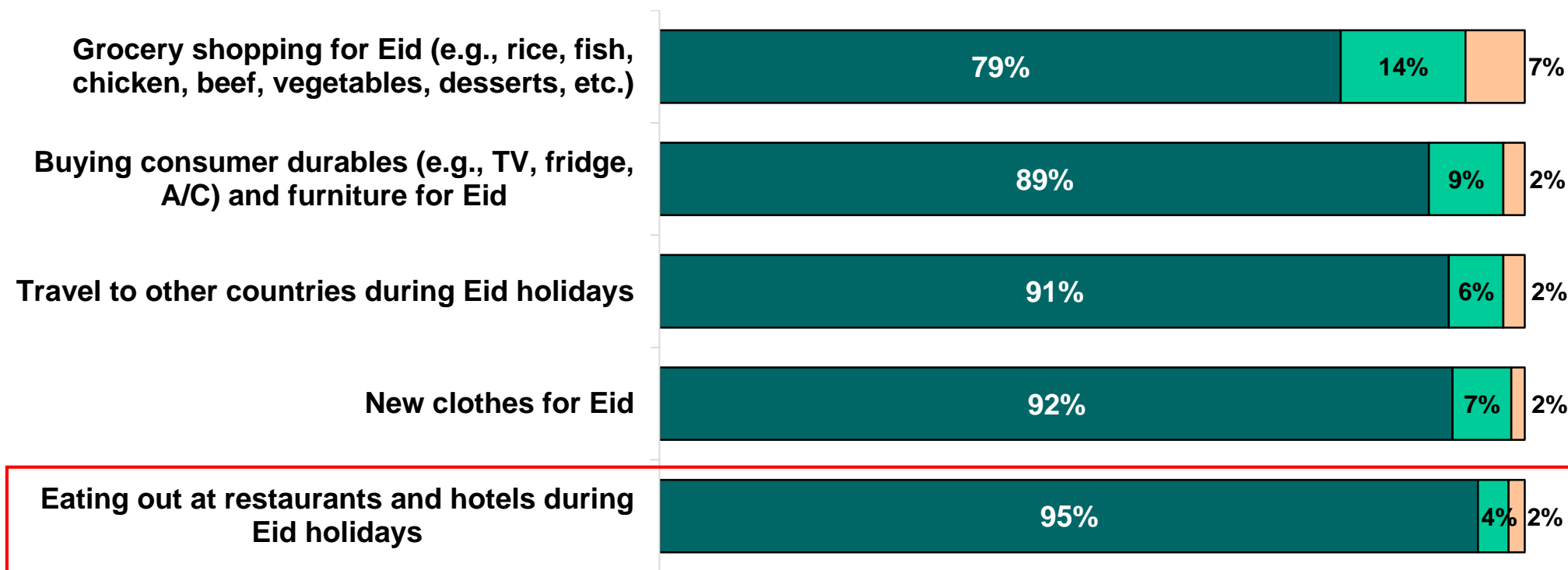
Q: Please indicate how strongly you agree or disagree with each of the following statements. Possible Responses: Strongly Agree/Agree/Unsure/Disagree/Strongly Disagree

Eid spending will nose-dive sharply, with restaurants and hotels expected to be hardest hit

Expected spending per category for the upcoming Eid

% of respondents

■ Decrease ■ Stay the same ■ Increase



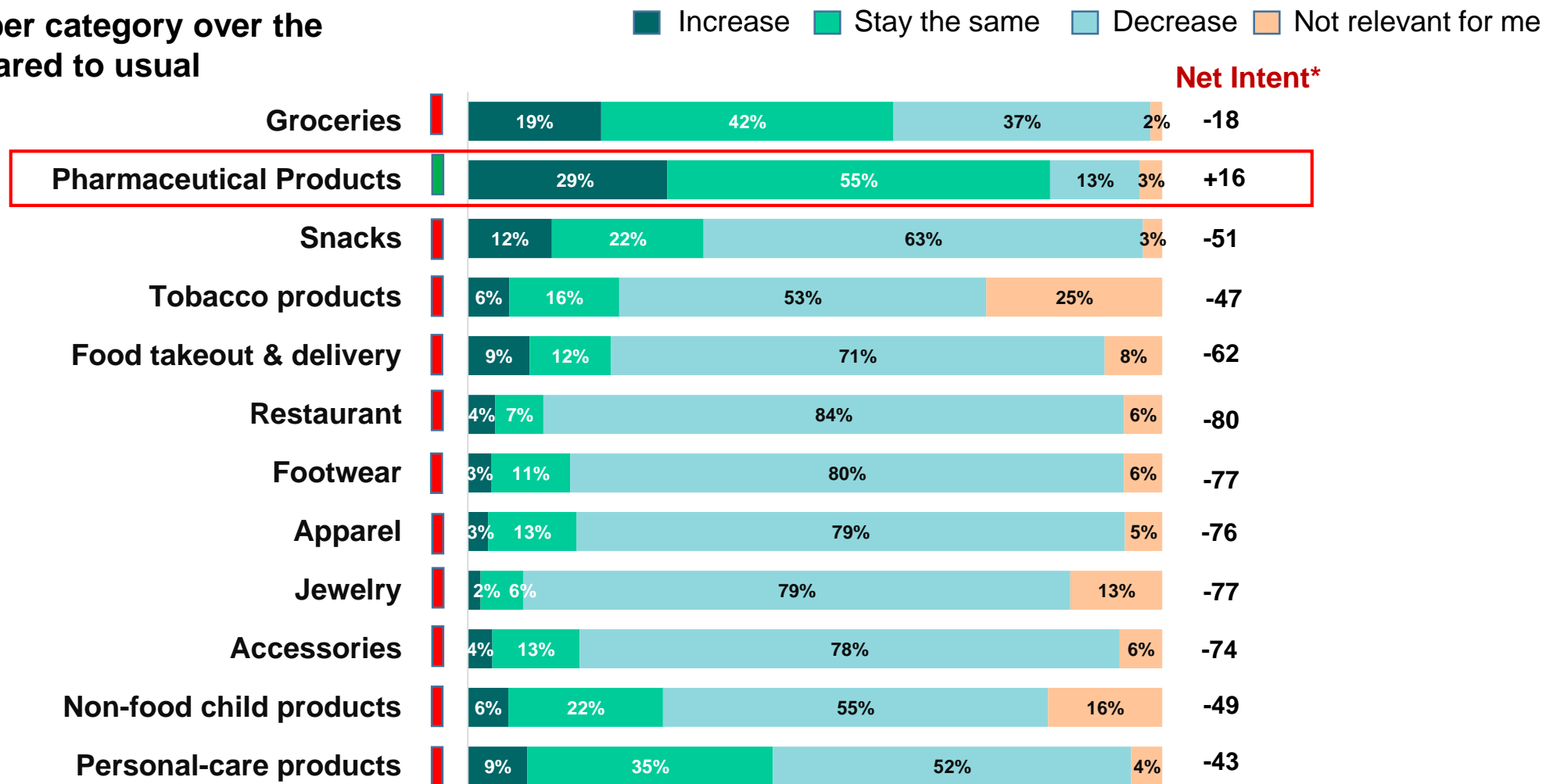
Q: How will the COVID-19 situation affect you or your family's spending on Eid on the following items? Possible Responses: Increase a lot/Increase slightly/About the same/Stay the same/Reduce a lot/Reduce slightly

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Beyond Eid, customer spending expected to increase only for Pharmaceuticals and Online Learning, decrease for all else; and decrease the least for groceries

Expected spending per category over the next 3 months compared to usual
% of respondents



Q: In the next 3 months, do you expect that you will spend more, about the same, or less money on these categories than usual?

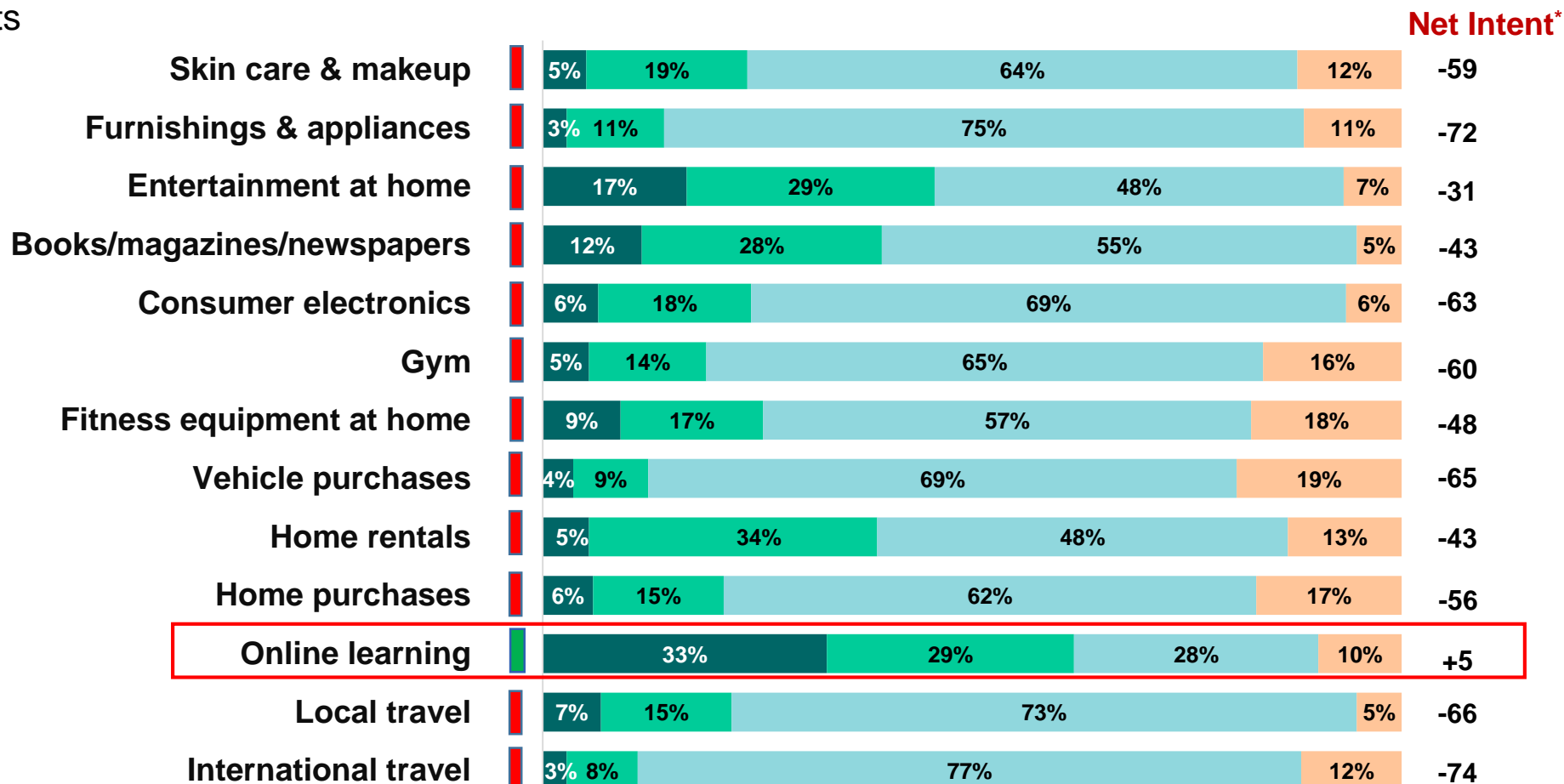
* Net Intent calculated by subtracting % of respondents stating they expect to decrease spending from the % of respondents stating they expect to increase spending

Beyond Eid, consumer spending expected to increase only for Pharmaceuticals and Online Learning, decrease for all else; and decrease the least for groceries

Expected spending per category over the next 3 months compared to usual (Cont'd)

% of respondents

■ Increase ■ Stay the same ■ Decrease ■ Not relevant for me



Q: In the next 3 months, do you expect that you will spend more, about the same, or less money on these categories than usual?

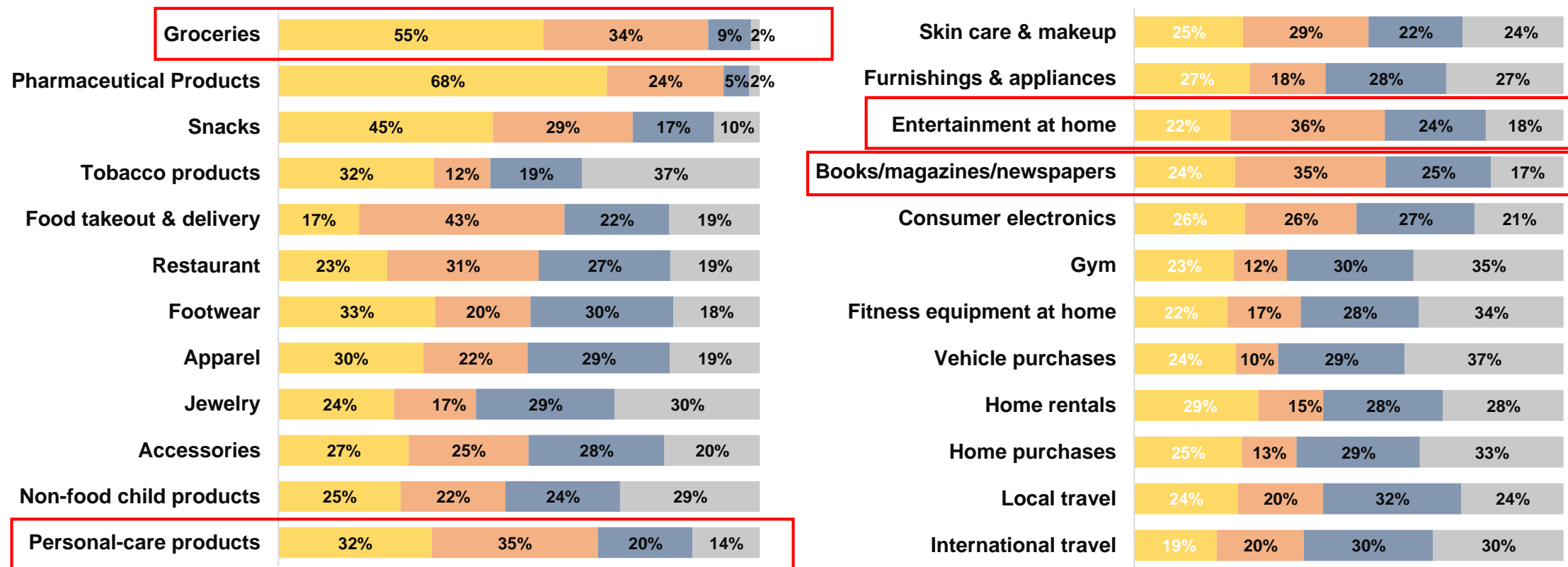
* Net Intent calculated by subtracting % of respondents stating they expect to decrease spending from the % of respondents stating they expect to increase spending

Online purchases expected to grow, especially for home entertainment, groceries, personal-care products, and reading materials

Consumer preferences in terms of physical and online stores across product categories

% of respondents

■ In-store
 ■ Online
 ■ Not sure
 ■ Not relevant for me



Q: And where do you expect to buy these products and services? **Possible Responses:** *In-store (in a physical store)/Online (through a website or an app)/ Not Sure/ Not relevant for me*

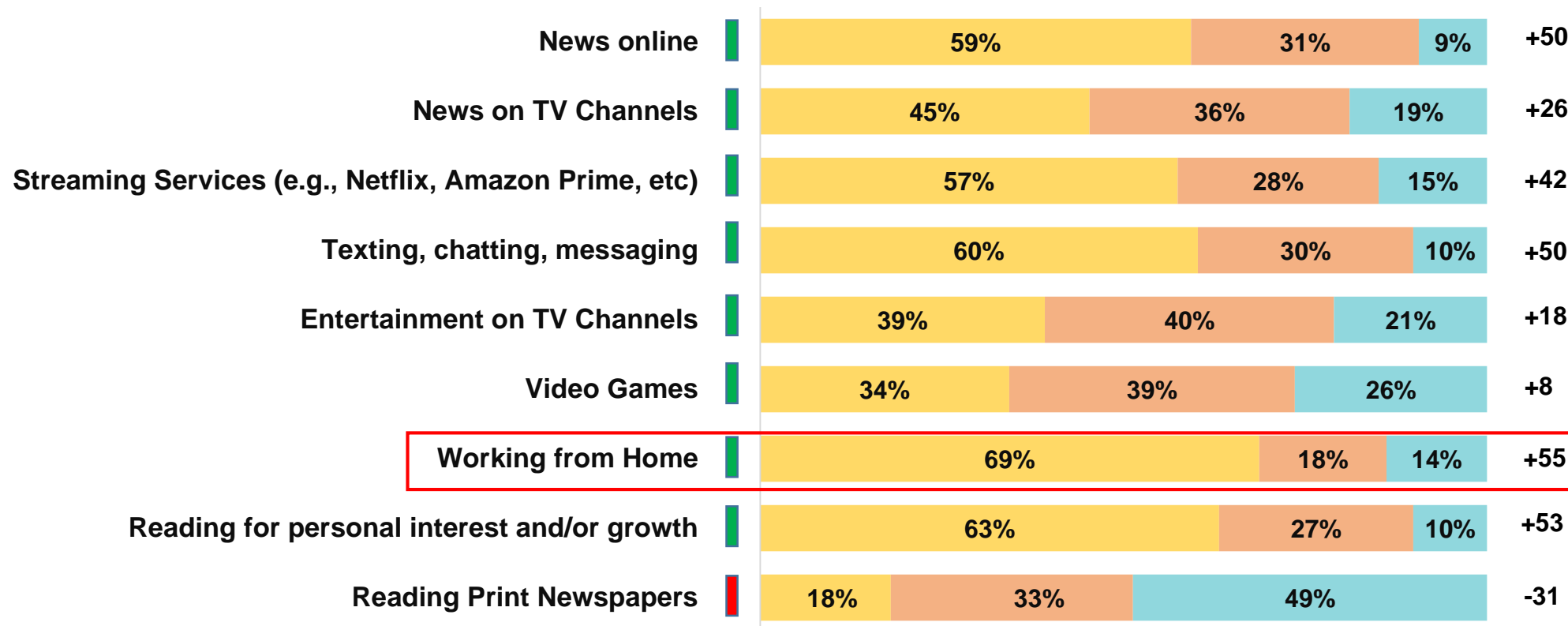
During lockdown, people will spend more time working, chatting/messaging, reading, watching streaming content, and reading news

Expected change to time allocation during the lockdown period

■ Increase
 ■ Stay the same
 ■ Decrease

% of respondents

Net Intent*



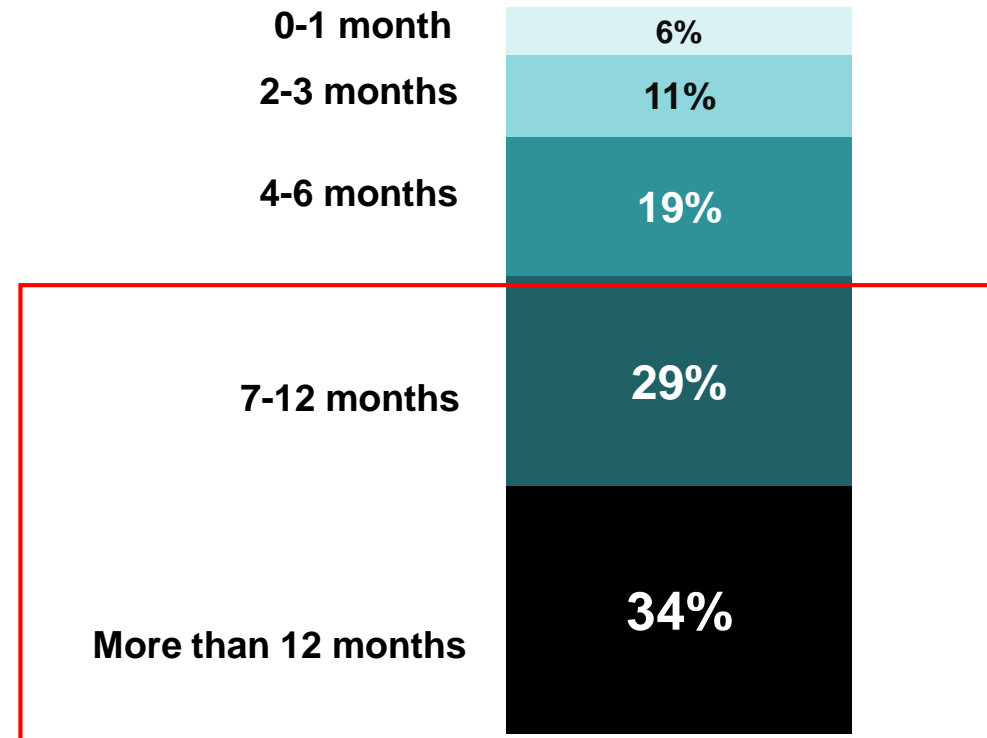
Q: Until the Lockdown is completely lifted, how much time do you expect to spend on these activities compared to how much time you normally spend on them? **Possible Responses:** Increase/Stay the same/Decrease

* **Net Intent** calculated by subtracting % of respondents stating they expect to decrease time spent from the % of respondents stating they expect to increase time spent

More than 50% think that their finances will be impacted for at least 7 months to more than a year

Anticipated impact to personal/household finances

% of respondents



Source:

CES COVID-19 Consumer Pulse Survey Research;
n=651; 25 years and above (prime working age);
Urban; Working Professionals;
HH income:
At least BDT 40-120,000/month,
BDT 120-250,000/month; and
Above 250,000/month

Note:

This survey aims to complement a multi-country study conducted by McKinsey & Co, which did not include Bangladesh. Survey questions have been adopted from the said research, with customizations, as appropriate.
