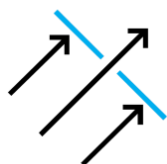


# NIELSEN-ANALYSE ZEIGT AUSWIRKUNGEN VON CORONA AUF AUSGEWÄHLTE WARENGRUPPEN

DATEN AUF ROLLIERENDEN 4WOCHEN | KW 05 - KW 21 2020



## STABILE ENTWICKLUNG AUF HOHEM NIVEAU IN KW21

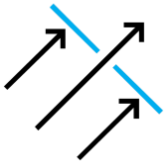
Nach den grossen Wachstumszahlen während KW8-17 pendelt sich das Ganze auf einem erhöhten Niveau ein.

Waren- gruppe	% -Veränderung Umsatz konvertiert. Vs. Vorjahr													
	KW 5-8	KW 6-9	KW 7- 10	KW 8- 11	KW 9- 12	KW 10- 13	KW 11- 14	KW 12- 15	KW 13- 16	KW 14- 17	KW 15- 18	KW 16- 19	KW 17- 20	KW 18- 21
MEHL	-5%	37%	63%	134%	213%	217%	225%	180%	112%	101%	96%	83%	94%	79%
GETREIDE REIN	-3%	27%	42%	88%	132%	123%	126%	96%	63%	62%	59%	55%	58%	47%
TIEFKÜHL PRODUKTE	-2%	6%	11%	25%	38%	34%	36%	37%	34%	47%	50%	45%	49%	39%
ÖL	5%	25%	9%	35%	57%	46%	65%	59%	35%	38%	40%	26%	37%	37%
ZUCKER	-13%	5%	18%	54%	85%	70%	65%	44%	18%	23%	25%	29%	32%	34%
BROTAUF. GESÜSST	0%	7%	17%	30%	46%	50%	53%	48%	34%	32%	33%	32%	39%	32%
SALZ	4%	26%	37%	71%	109%	99%	96%	71%	38%	37%	35%	31%	34%	30%
SAUCEN	6%	17%	20%	40%	56%	48%	50%	34%	20%	22%	21%	21%	25%	24%
KONSERVEN	3%	30%	38%	75%	99%	80%	79%	52%	27%	24%	20%	16%	21%	20%
BABY- NAHRUNG	1%	11%	12%	32%	41%	27%	25%	5%	-1%	6%	12%	13%	19%	17%
FERTIG- GERICHTE	7%	23%	27%	52%	72%	60%	60%	33%	20%	23%	23%	26%	24%	16%
TR. TEIGWAREN	1%	32%	47%	89%	128%	100%	87%	40%	5%	4%	8%	4%	17%	15%
BABY WINDELN	-8%	14%	18%	34%	44%	21%	21%	0%	-14%	-8%	4%	6%	8%	14%
CEREALIEN	-2%	8%	9%	24%	42%	36%	39%	27%	16%	21%	22%	24%	19%	12%
BOUILLON/ SUPPEN	-1%	14%	24%	46%	64%	57%	56%	32%	10%	5%	3%	6%	11%	7%
MINERALWA SSER	8%	11%	13%	24%	33%	20%	15%	-3%	-11%	-2%	2%	8%	12%	7%
REIS	-7%	31%	49%	95%	118%	93%	85%	35%	8%	8%	2%	2%	2%	-2%
TOILETTENPA PIER	-1%	16%	21%	60%	92%	88%	84%	45%	20%	7%	-3%	-1%	-1%	-5%
KARTOFFEL- STOCK	-5%	31%	40%	73%	140%	102%	101%	62%	8%	5%	1%	5%	-1%	-8%

Datenbasis bis inkl. KW 21/2020

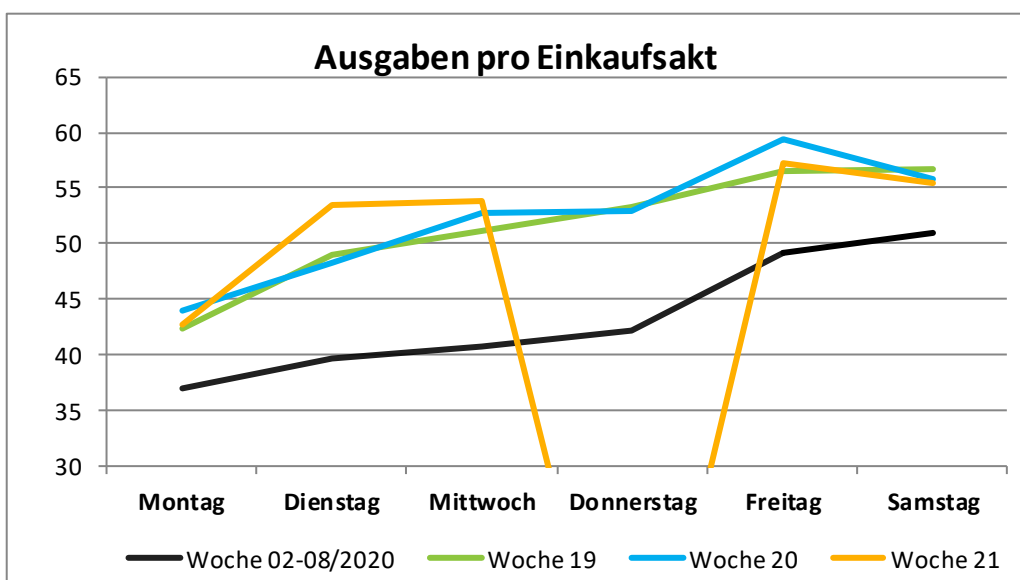
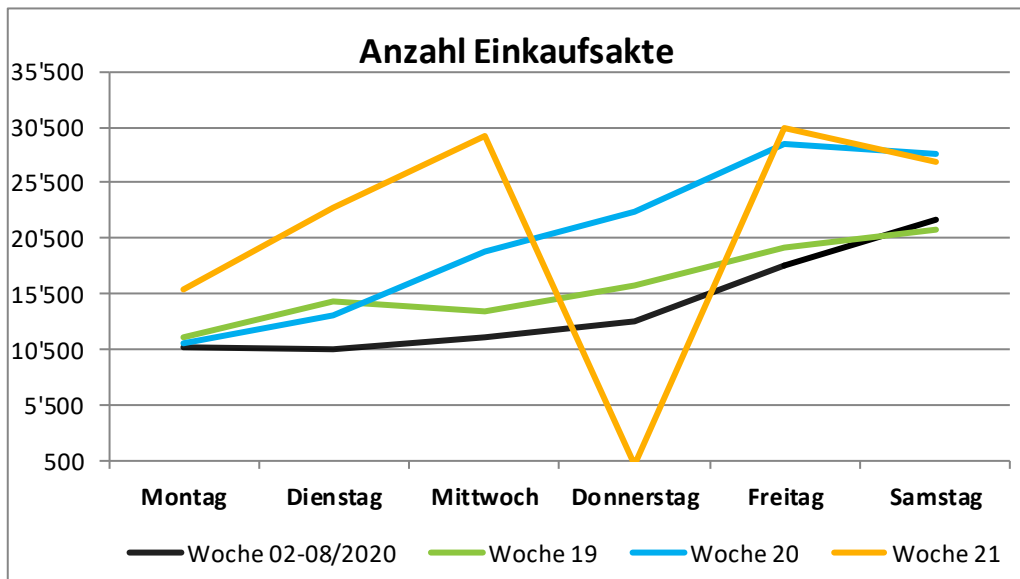
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# NIELSEN-ANALYSE ZEIGT AUSWIRKUNGEN VON CORONA EARLY INDICATOR FREQUENZ UND EINKAUSKÖRBE JE WOCHENTAG.



In der aktuellen Woche sind, wegen des Feiertages, die Frequenz anfangs Woche noch stärker.

Neu mit allen Haushalten



Quelle: Nielsen Consumer Panel Schweiz; Alle Haushalte  
(Nielsen Consumer Panels Schweiz)