

## PRESS RELEASE

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### **Will the pandemic change the shopping habits of Czechs? One third will save more, according to the survey**

Every third respondent (33%) plans to save more after the end of the pandemic, according to this year's GLS survey conducted by Ipsos on a sample of 1,050 respondents. Last year's savings fell by 30% of Czechs. The most coronavirus pandemic has hit people with lower education (44%) financially, who often cannot work from home. Women are also significantly worse off than men. On the contrary, university students and people from Prague improved. At the time of the coronary crisis, most people accepted the same or only slightly larger numbers of shipments thanks to online purchases (77%) and plan to return to their shopping habits after the end of the pandemic (63%). Every second Czech wants to shop online and in brick-and-mortar stores, a quarter more support shops and 15% prefer online shopping.

#### **One third will save more**

The survey shows that before the outbreak of the pandemic, more than half of the people (57%) shopped primarily in brick-and-mortar stores. This changed last year due to government regulations due to the coronavirus pandemic. More than half of the respondents (60%) stated that in 2020 they received more packages thanks to online purchases than in previous years. *"Older generations were used to shopping in retail stores. As many as 66% of people aged 54 to 65 shop in stores. Last year, older people switched to online shopping and more than half of them received more packages in 2020 than before. In addition, so far only stone shops have launched their e-shops,"* comments Pavel Včela, Director of GLS Czech Republic.

One third of respondents want to save more after the end of the pandemic, especially younger people under 35 years. However, most people return to their shopping habits (63%). Every second Czech (58%) plans to continue shopping online in stone shops, a quarter (27%) even want to support retail stores, so they will visit them more. Surprisingly, younger people from 18 to 26 years of age (31%) are going to support stores. On the contrary, 15% of respondents have started shopping on the Internet and intend to continue using it. These are mainly people aged 27 to 44 (20%). *"We expect that after the end of extraordinary measures, the situation will stabilize and the growth of e-commerce will return to normal. It will rely mainly on its newly acquired customers and the involvement of new sellers from the existing net retail,"* summarizes the results of the survey Pavel Včela.

#### **A third of Czechs' savings fell. College students have improved**

Almost a third of Czechs currently have less savings than before the outbreak of the pandemic. A similar number of people plan to save more. However, more than half of the respondents (63%) stated that the pandemic did not have much impact on their financial savings. Only 7% of people have improved financially. These are mainly the younger generation up to the age of 26, people from Prague and also university students (13%). By contrast, almost half of people with basic education (44%) have less money than before. Women are also worse off than men. One in three (35%) said they now have fewer savings

than before. Only 4% of women are better off financially than before the pandemic. 27% of men recorded a decrease in savings and 9% improved financially.