

Out of stock, out of patience?

Consumer responses to supply chain challenges



Out of stock in the past 3 months Supply shortages hit Australians harder than UK and US consumers

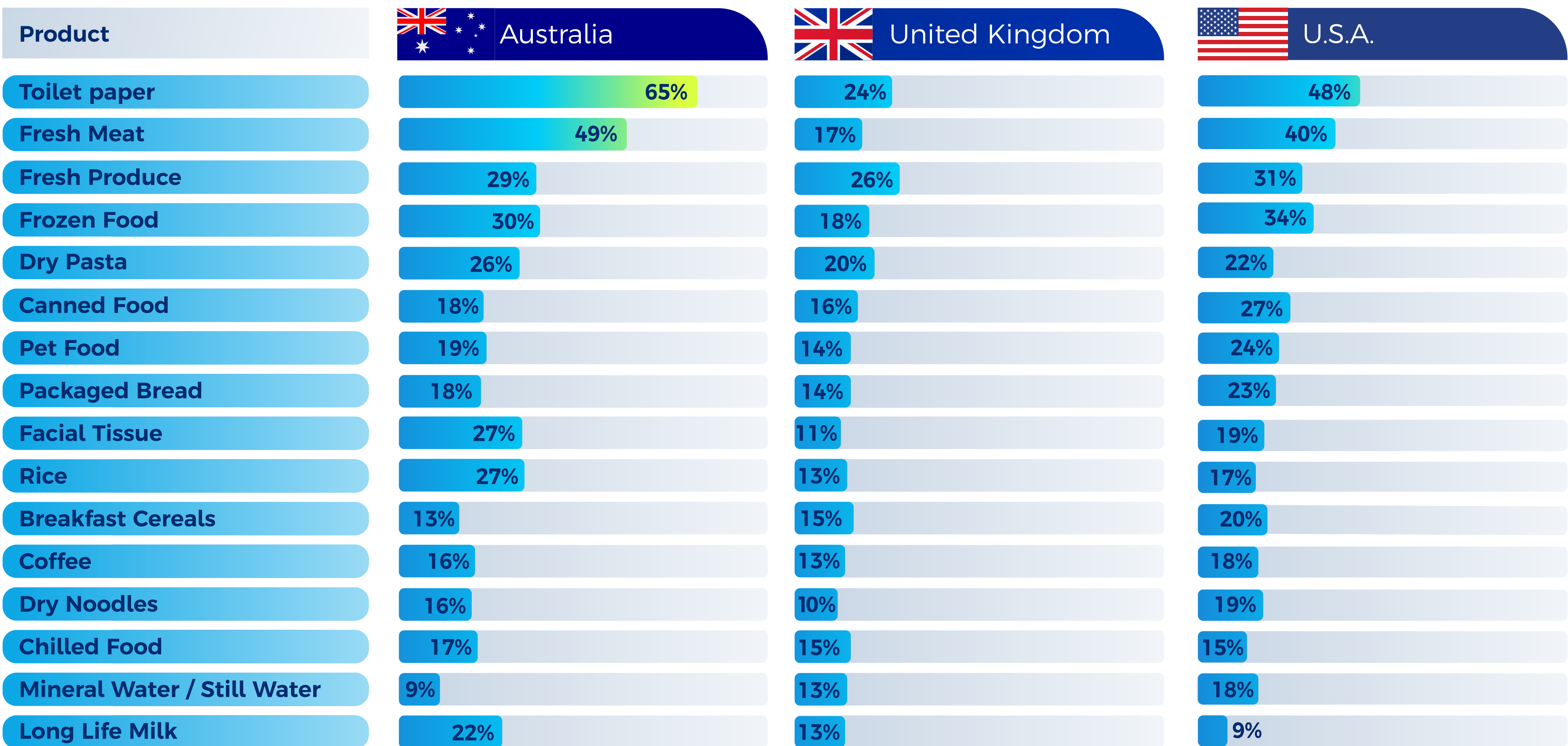
Australian consumers have been most impacted by shortages in grocery products, with at least 2 in 3 experiencing out of stock issues in the three months from December 2021 to February 2022.

In Australia the key categories impacted were toilet paper, fresh meat, frozen foods, fresh produce, rice, facial tissues and dried pasta.

The great toilet paper shortage appears to have been an Australian phenomena, with two-thirds of Aussie consumers claiming to be affected by shortages versus 1 in 2 Americans and only 1 in 4 UK consumers.



Fresh meat was also in short supply in Australia (49% of consumers) and the US (40%) but these shortages appear to have been less prevalent in the UK (17%).



More data is available

Source: Glow Catalyst February 2022 Q10. [Thinking about your regular grocery shop, please select which product lines you have seen to be out of stock at some point over the past 3 months]

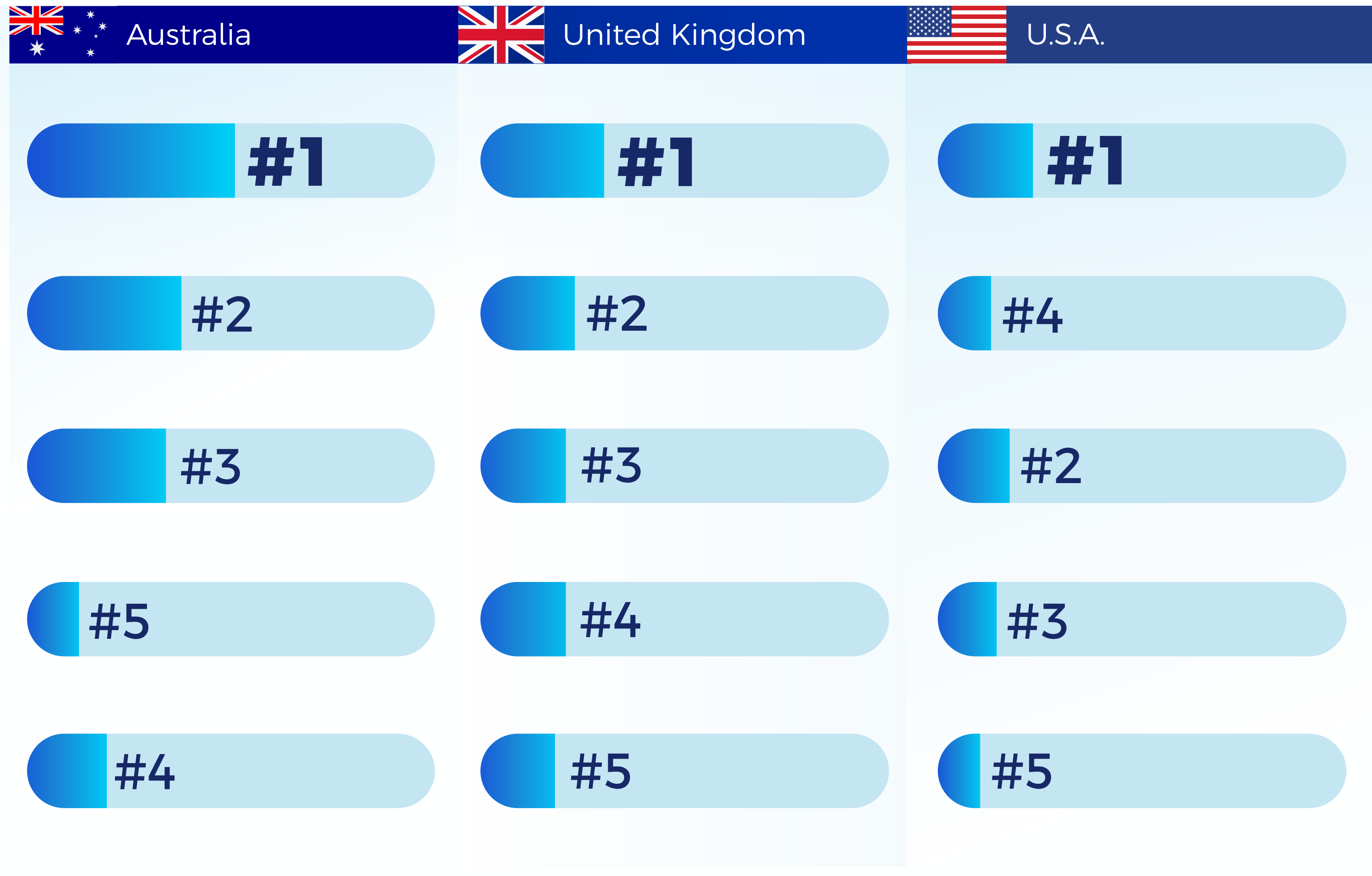
How did consumers respond to shortages?

Consumer responses to empty shelves were similar across markets

When faced with empty shelves, the most common response across all markets was to simply wait for products to come back into stock. The next most common response for Australian and UK consumers was to shop multiple stores to find what they were after, whereas Americans were quicker to switch products. Overall, more than 1 in 5 consumers switched products when faced with a shortage.



Across all markets, supply shortages encouraged consumers to increase their online purchases, but UK and US consumers were more likely than Australians to do so. This is likely related to the greater maturity of grocery ecommerce in those markets.



More data is available

Source: Glow Catalyst February 2022 Q11. [How did you respond to the shortages?] Responses ranked based on highest to lowest responses per market.

Sample size by market

Total sample size N=4,415 adults; nationally representative in each market and collected Dec 2021-February 2022.

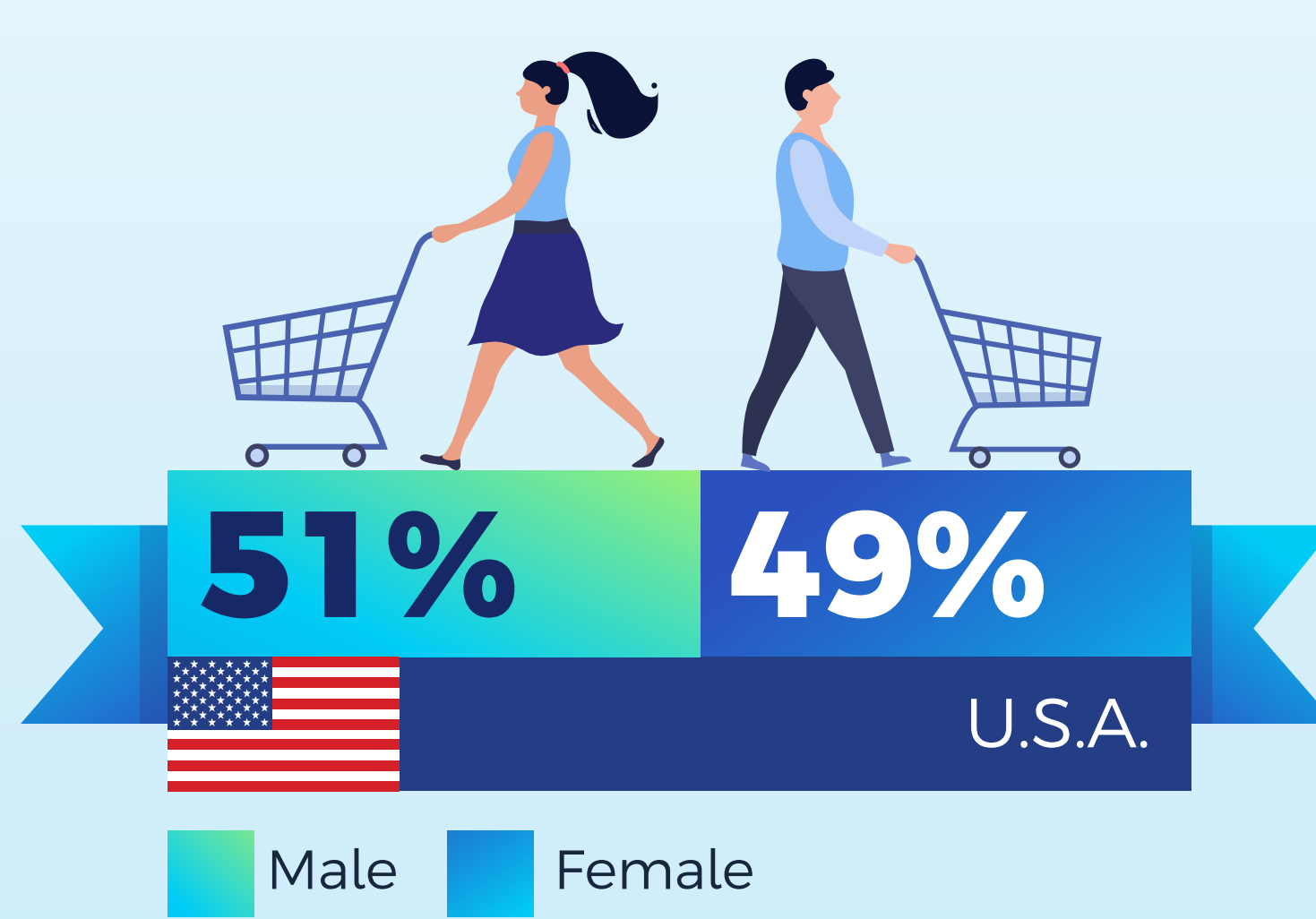
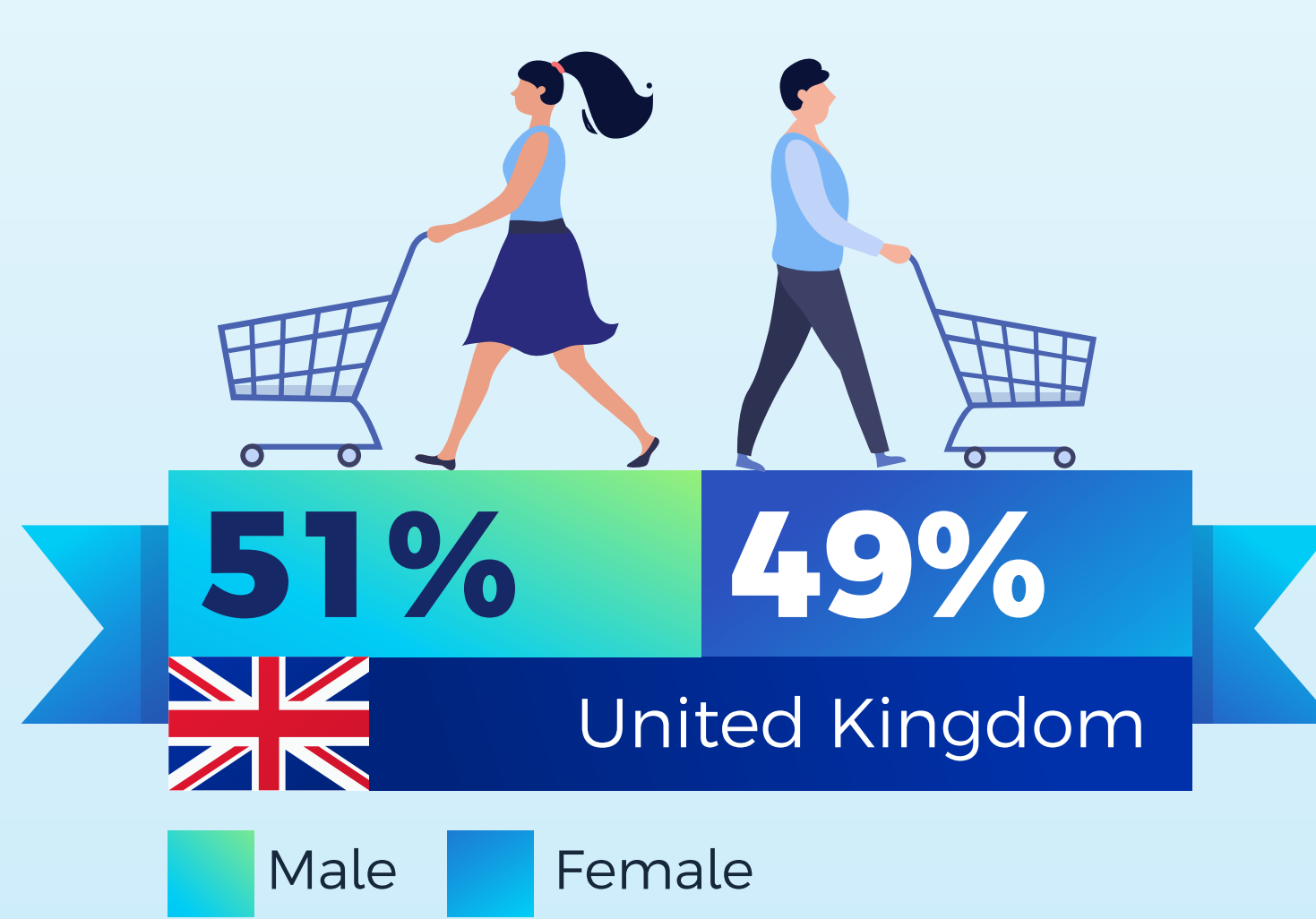
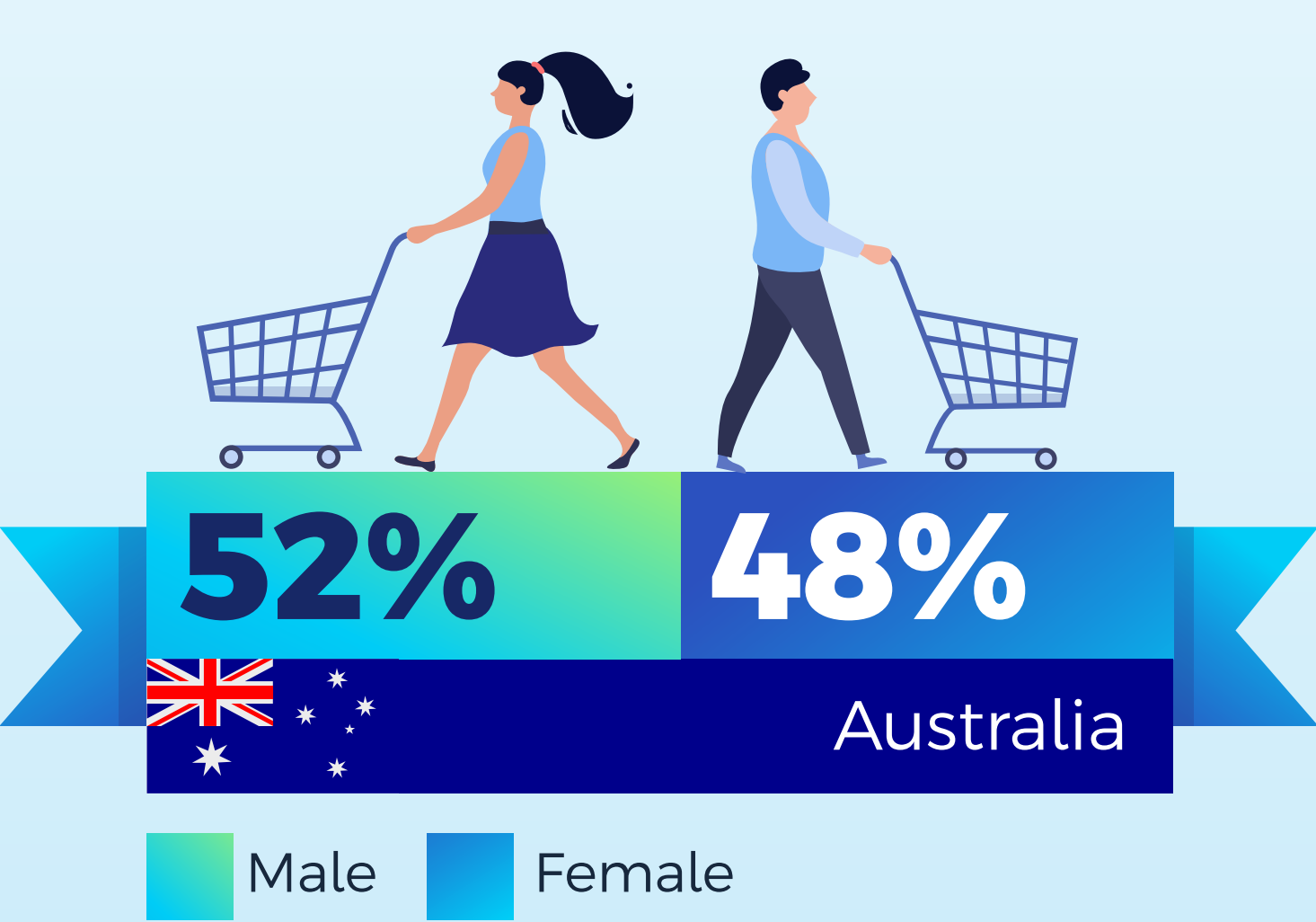
Gender

N=1,211 adults

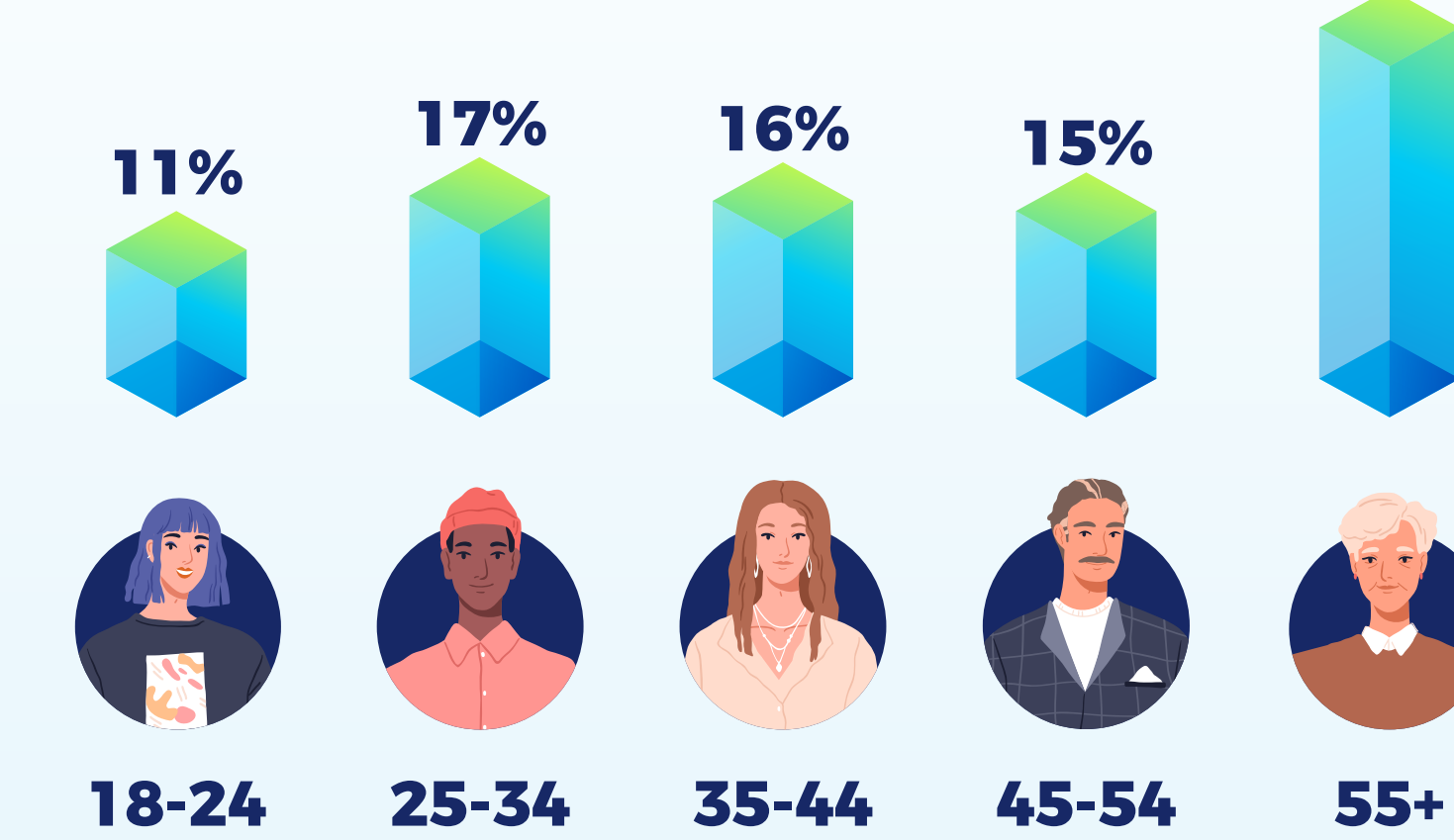
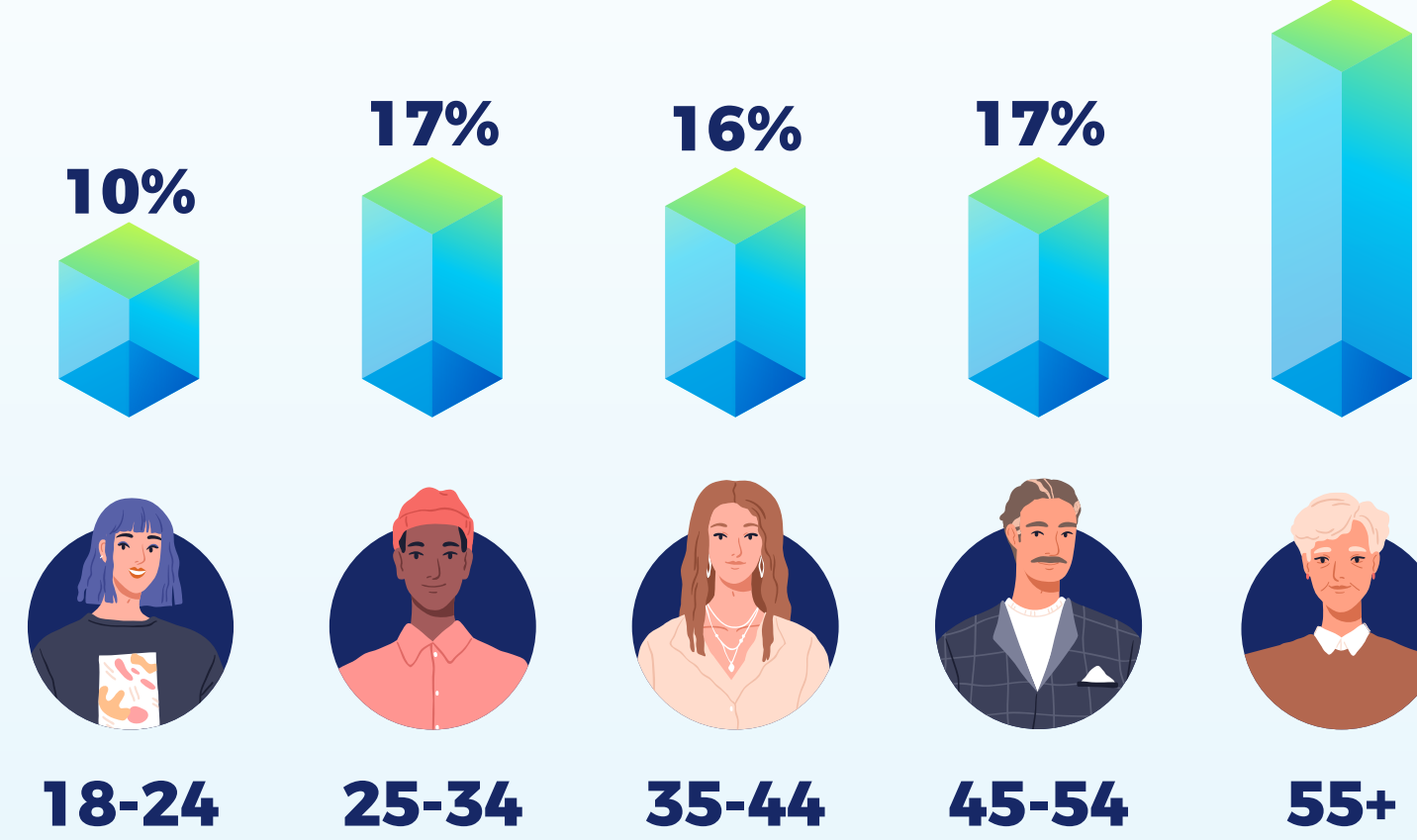
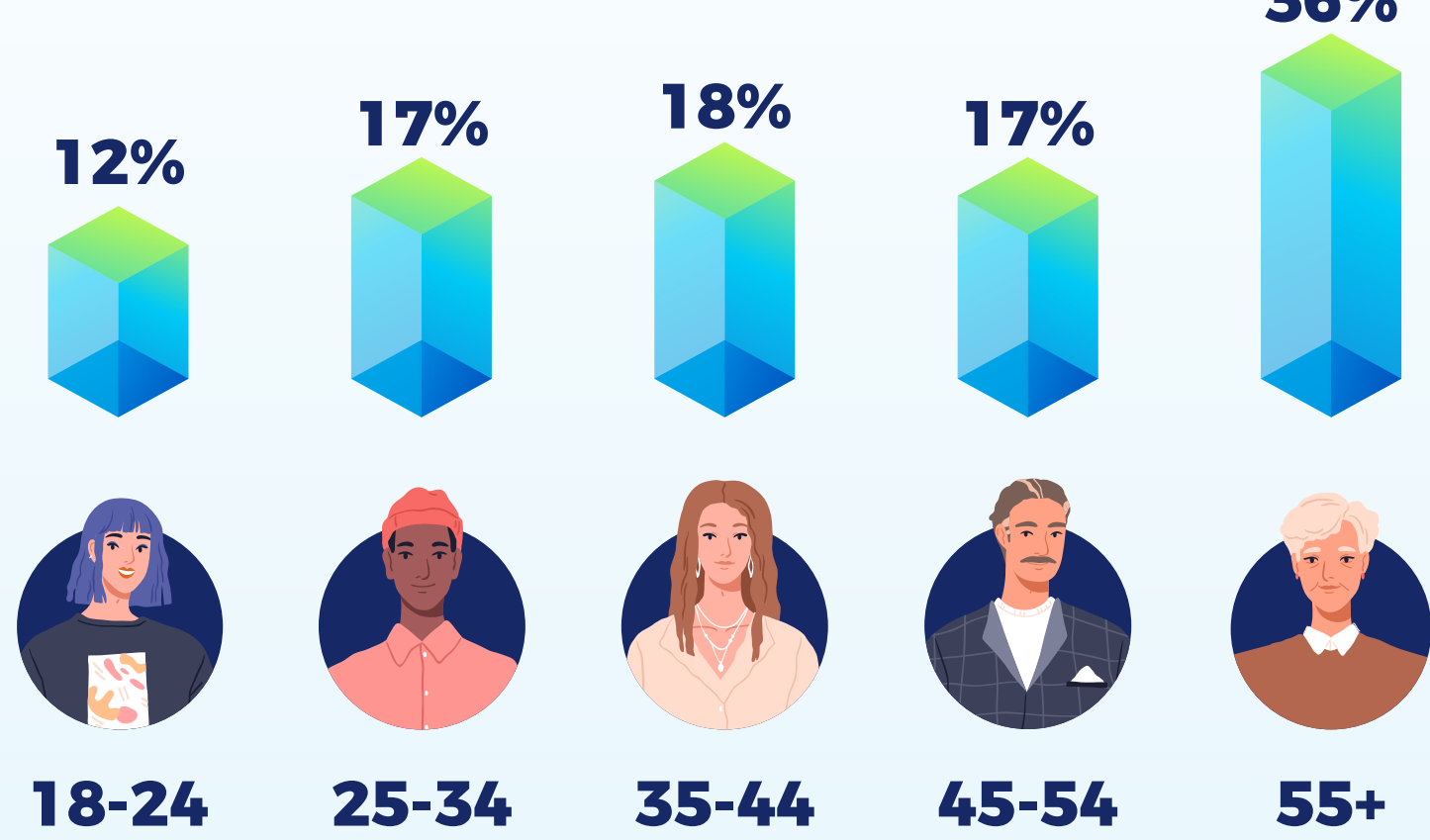
N=1,203 adults

N=2,001 adults

Demographic



Age Groups



This infographic was produced using Catalyst data by program partner



Thanks to the following Catalyst program partners for their ongoing support

