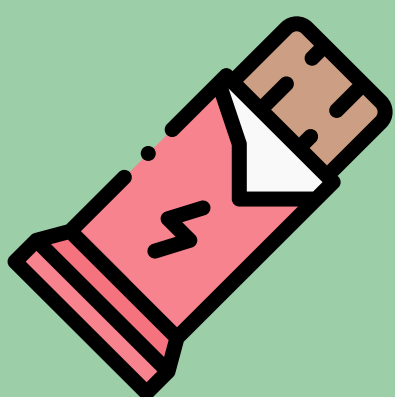


7

PRODUCTS & SERVICES THAT SAW COVID-19 SALES DECLINES

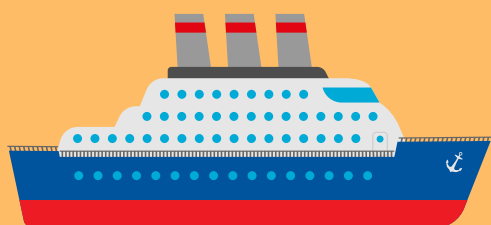
According to Nielsen data, sales of performance nutrition bars dropped 17% in the first seven months of COVID-19 lockdowns



Sales of soda struggled; Coca-Cola sales declined by 28%



The cruise industry lost an estimated \$63 billion due to the pandemic



The hotel industry lost an estimated \$108 billion in business travel revenue during 2020 and 2021 combined



Sales of sun care products fell by 6%



Makeup sales took a hit with L'Oréal reporting makeup and fragrance sales falling by roughly 25%



Sales of chewing gum and mints were down nearly 23% in 2020 as consumers stayed home and wore masks in public



SOURCES:

MOTIVBASE.COM
JPMORGAN.COM
CBSNEWS.COM
AHLA.COM

