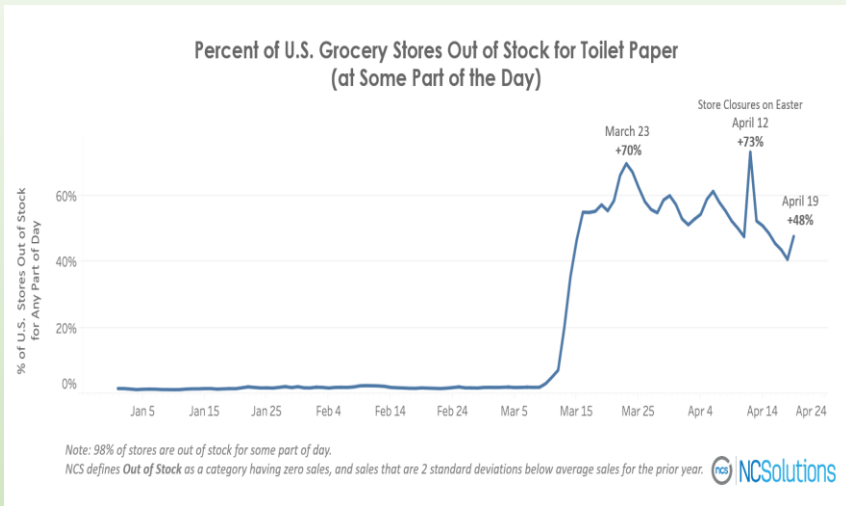
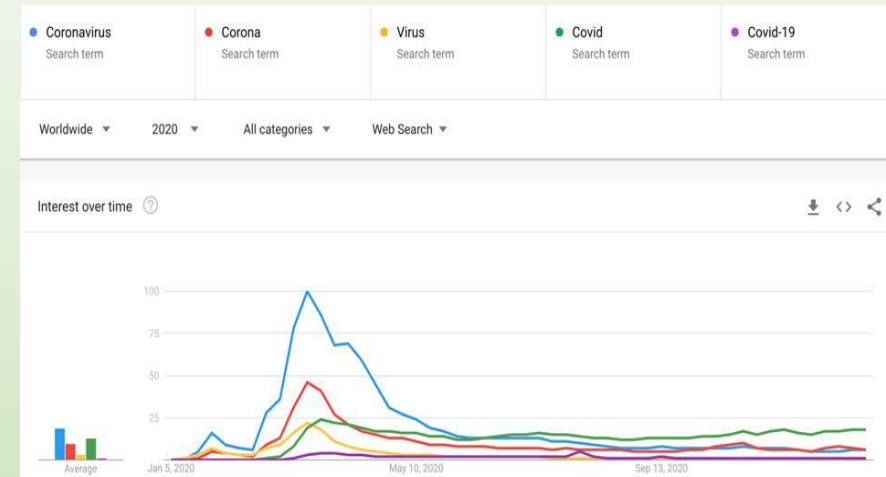
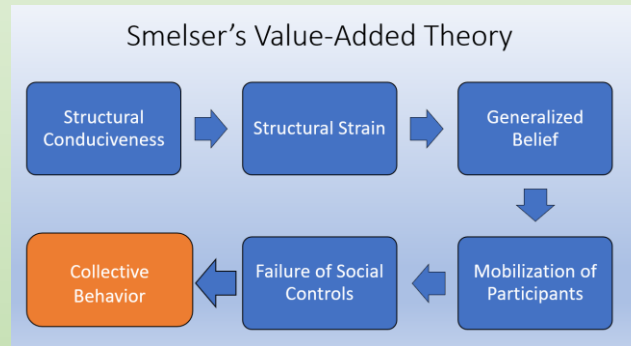


Smelser's Value-Added Theory: 2020 Toilet Paper Crisis

David Bird



Toilet paper companies saw a short-lived exponential rise in profit as customers flooded stores in search of toilet paper and other supplies. (Courtesy of Reuters).



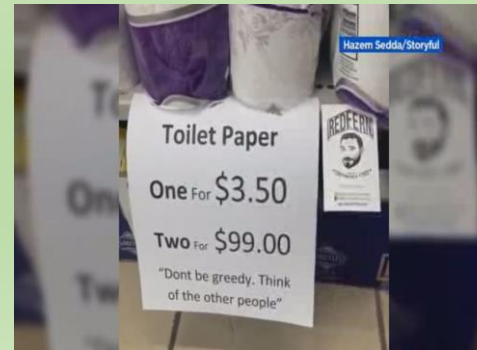
Interest in COVID19 is demonstrated here with the high volume of searches related to the pandemic. This information suggests a positive correlation with the increased volume in toilet paper sales. (Courtesy of Forbes).



Customers stock up on toilet paper.



Images of empty store shelves create a sense of angst among the public



Stores begin changing price policies in order to combat panic buying.



Agitated customers fight each other over a toilet paper dispute.