

Getting to Know (COVID) Grocery

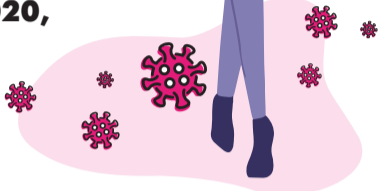
Food and beverage—an already highly fragmented space—has seen seismic shifts since March. We conducted new research to understand how consumers are really feeling about their in-store vs. online experience, and what their buying journey looks like in 2020. The well-recounted shift to digital is certainly happening, but it is important to note that the vast majority of consumers still grocery shop in-store. That said, trips are fewer, with implications for food and beverage brands. Our research also suggests that new behaviors—online shopping and stocking up—are here to stay; the COVID-19 habits are becoming permanent.



COVID-19 CONTEXT

- Grocery retailing will be a **\$707.3B business in 2020**, up from \$675.75B in 2019

- Food and beverage is predicted to be **2020's fastest-growing ecommerce category, with a 58.5% YoY increase**



81%

WHO IS SHOPPING IN-STORE STILL?

- **81% of consumers shop in-store**; while digital is growing, in-store grocery retailing still dominates
- Boomers over-index for in-store, at 87%
- Gen Zers are less likely to shop in-store, at 70%

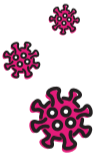
GREATER INTENTION, FEWER TRIPS

- **42% of consumers report fewer trips to the grocery store/orders now**
- 34% say frequency has not changed
- 17% shop more frequently now
- 7% were making fewer trips, but have since returned to normal frequency
- Shoppers are spending less time in stores because of COVID-19, and shopping with purpose when they do go



WILL STICK TO STOCKING UP

- **69% of consumers believe stocking up will happen again**
- 43% will take part; 27% will not
- Grocery stores are getting ready and purchasing inventory months earlier than usual



43% OF ONLINE GROCERY SHOPPERS STARTED BECAUSE OF COVID-19...

- That stat is significant and powered by Gen Z, 56% of whom started online grocery shopping due to COVID-19
- Millennials and Gen Xers are more seasoned online shoppers



...AND LOVE THEIR EXPERIENCE

91%

- of consumers shopping online like doing so
- will continue to shop online even when they feel safe to go back in-store

THE ONLINE FIGHT IS FIERCE

This list recounts how online shoppers choose to get their groceries, while underscoring the many options they have. Online shoppers are clearly open to multiple methods, and these are the top favorites:

- 48%** Walmart.com curbside
- 39%** Amazon Fresh or Amazon.com
- 39%** Walmart.com
- 33%** Local grocery curbside
- 24%** Instacart or Shipt
- 22%** Local grocery delivery

