

COVID AND THE CONSUMER

GROCERY STORES

INDUSTRY SNAPSHOT

COVID-19 has changed the way consumers buy groceries. And as other industries struggle to stay solvent, this one's merely trying to keep up with demand as it navigates new shopping patterns and supply chain disruptions.

To keep a pulse on how these essential businesses are handling the pressure, our Market Intelligence team pulled together a snapshot of the most credible research available – from October and November (2020) – on COVID-19's effect on the grocery industry.



WILL COVID CHANGE GROCERY SHOPPING FOREVER?



of consumers said their shopping behavior had been impacted by the coronavirus. Consumers are learning to live with the restrictions that are in place and have found a routine in their COVID shopping behaviors.¹



of consumers will continue to shop for groceries online after the pandemic subsides.²

In 2020,

34%

of shoppers viewed the grocery circular online, and

26%

of shoppers viewed the grocery circular via a retailer app.³

ONLINE GROCERY WARS

Where are consumers shopping online?

1. Walmart grocery (**54%**)
2. Amazon (**39%**)
3. Target (**22%**)

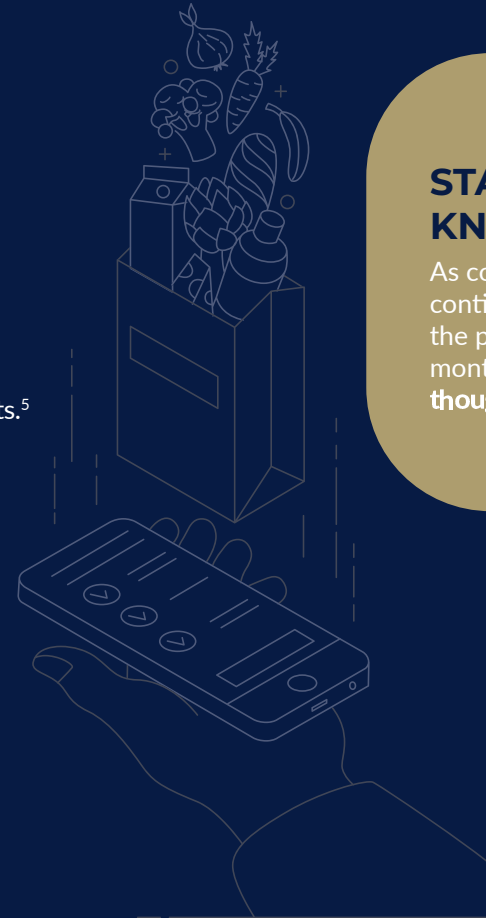
Other retailers are gaining ground — Kroger, Instacart, Stop & Shop, Shipt, Albertsons.⁴

HUNGRY FOR THE HOLIDAYS

80% of consumers were planning to shop in-store for their Thanksgiving ingredients.⁵

19% were planning to purchase online for delivery.⁶

73% said they were going to spend the same or more on the 2020 Thanksgiving celebration.⁷



STAY IN THE KNOW

As consumer behavior continues to change amid the pandemic, so will our monthly updates. thoughts.rrd.com

Source

1. <https://www.numerator.com/resources/blog/update-impact-coronavirus-covid-19-consumer-behavior-us-15> 2. <https://www.prnewswire.com/news-releases/online-grocery-retailers-have-more-opportunity-than-ever-before-to-win-and-retain-customers-according-to-new-survey-by-clinch-301175949.html> 3. <https://www.acosta.com/news/acosta-report-explores-the-mobile-ization-of-grocery-shopping-and-acceleration-caused-by-covid-19> 4. <https://progressivegrocer.com/online-grocery-sees-18-more-users-versus-pre-covid-19> 5. <https://www.ncsolutions.com/press-and-media/americans-say-thanksgiving-is-even-more-important-this-year-with-planned-spending-levels-inline-or-higher-than-2019/> 6. <https://www.ncsolutions.com/press-and-media/americans-say-thanksgiving-is-even-more-important-this-year-with-planned-spending-levels-inline-or-higher-than-2019/> 7. <https://www.ncsolutions.com/press-and-media/americans-say-thanksgiving-is-even-more-important-this-year-with-planned-spending-levels-inline-or-higher-than-2019/>