

COVID-19 Shopper Insights:

Which Habits Are Sticking?



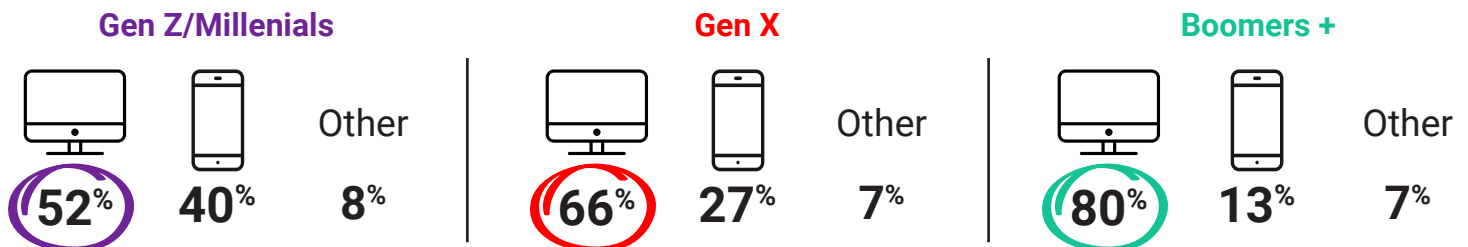
About 45% are shopping more online for groceries vs pre-pandemic

CHANNELS SHOPPED FOR GROCERIES (NOW VS. PRE-COVID-19)







Most shoppers are placing online grocery shopping orders on a computer

ONLINE ORDERING METHODS BY GENERATION



ONLINE FULFILLMENT BY GENERATION

				
	Gen Z/Millennials	Gen X	Boomers +	All Shoppers
Home Delivery	46%	43%	48%	45%
In-Store Pickup	19%	20%	13%	17%
Curbside Pickup	22%	29%	32%	28%
Locker/Other	13%	8%	7%	9%
Online Subscription	40%	20%	13%	20%

Younger shoppers are most likely to use online subscriptions

30%

are shopping less at grocery stores than they were pre-pandemic



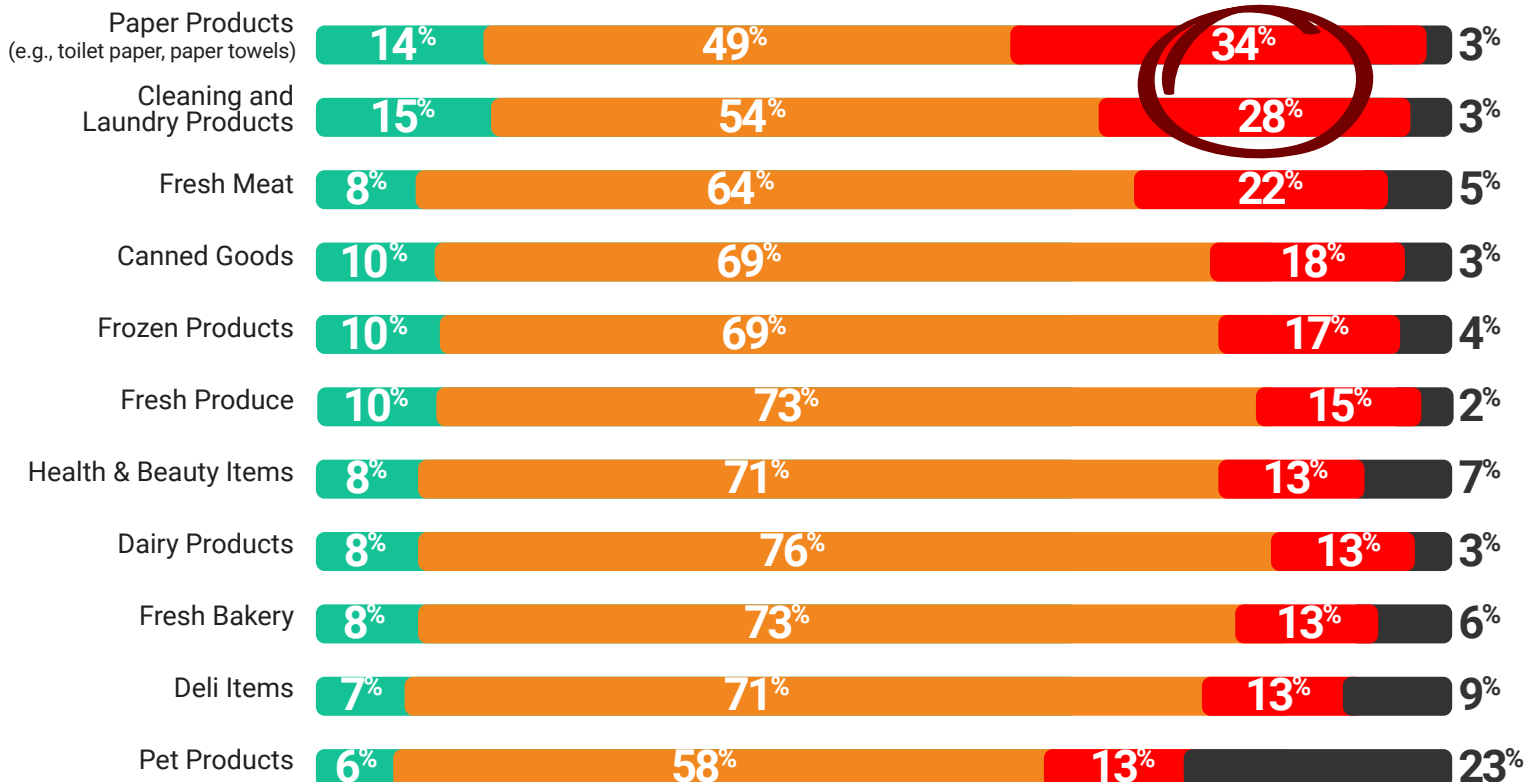
35%

are shopping less at mass merchandise stores (like Walmart or Target) than they were pre-pandemic

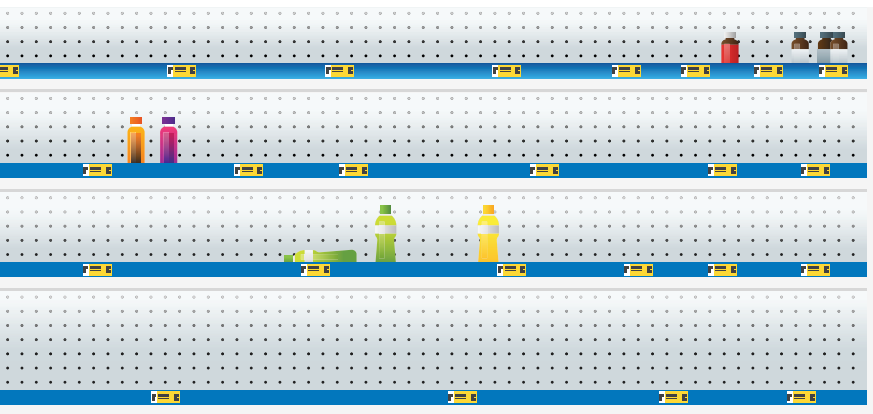


Many shoppers are perceiving fewer items on shelf – especially paper products, laundry and cleaning supplies

PERCEIVED VARIETY / # OF ITEMS BY DEPT (NOW VS. PRE-COVID-19)

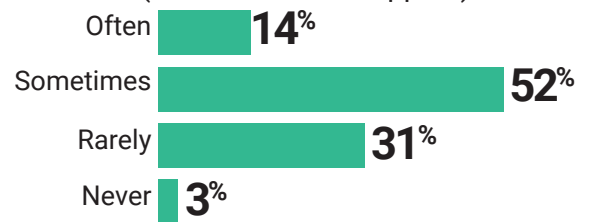


Over half still noticing out-of-stocks both in stores and online



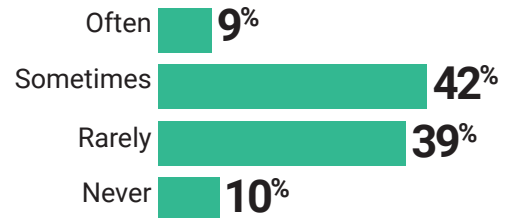
HOW OFTEN ENCOUNTER OUT-OF-STOCKS AT STORES?

(out of in-store shoppers)



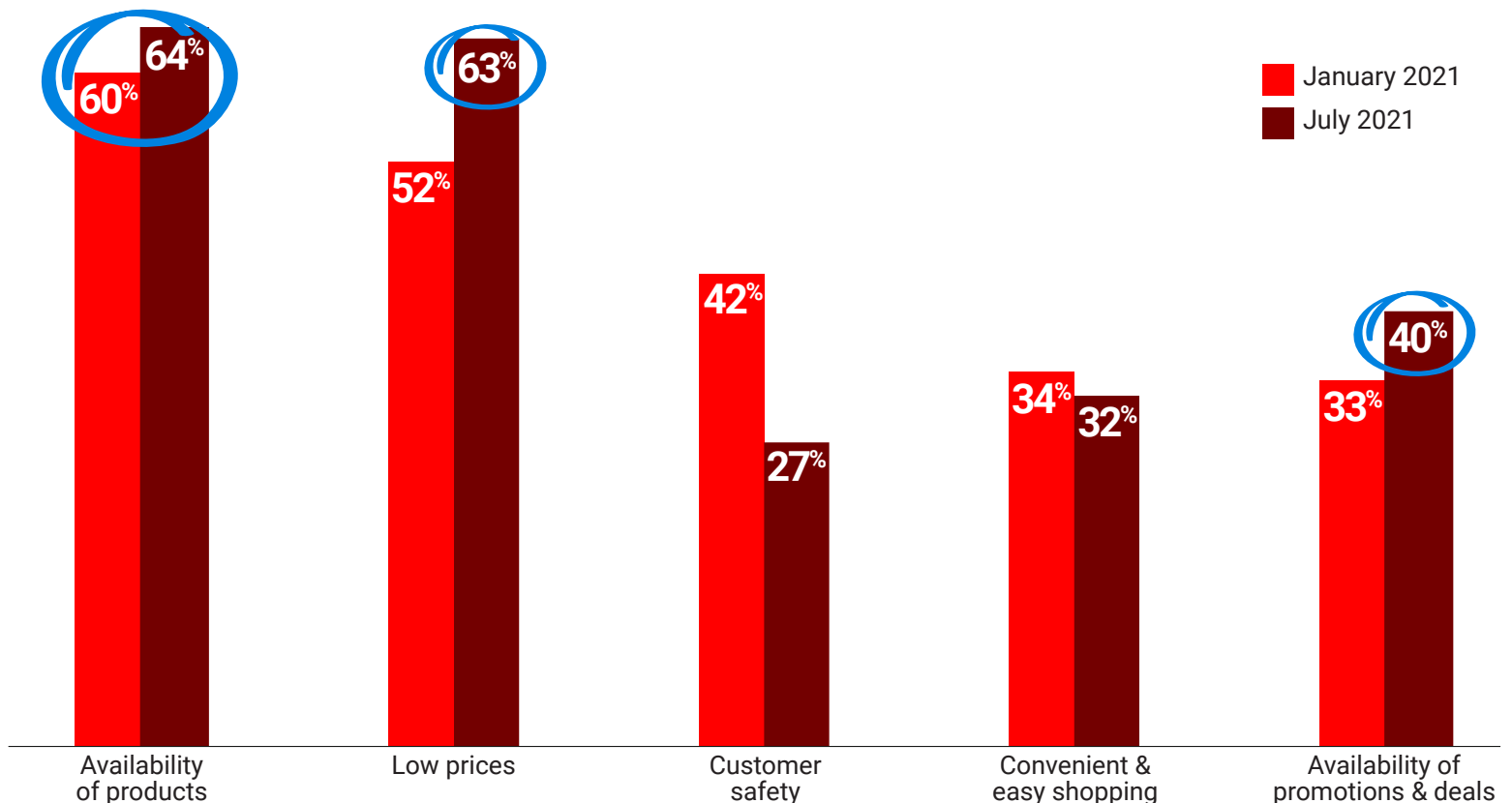
HOW OFTEN ENCOUNTER OUT-OF-STOCKS ONLINE?

(out of online shoppers)



Product availability is still top-of-mind in addition to low prices and promotions

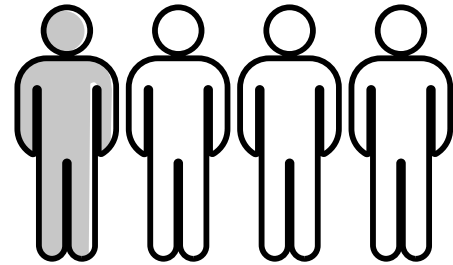
WHAT WILL BE MOST IMPORTANT WHEN SHOPPING POST-COVID-19?



Nearly half of shoppers worked from home at least some of the time during the pandemic



WORKED FROM HOME
DURING PANDEMIC?



1-in-4

expect to make this a
permanent change

