

ONLINE FOOD SHOPPING TRENDS DURING THE COVID-19 PANDEMIC

Based on fall 2020 survey of 5,000 representative households

Online shopping includes at-home delivery, curbside/in-store pick-up, or both.

Market channels include supercenter & supermarket, convenience & discount, smaller grocery, natural & artisan, farmers market & direct-to-producer, and food box & meal kit.

Restaurant channels include large/national restaurant chains or local/independent restaurants.



49%

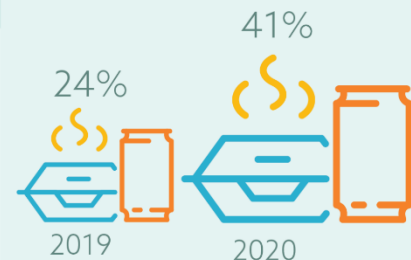
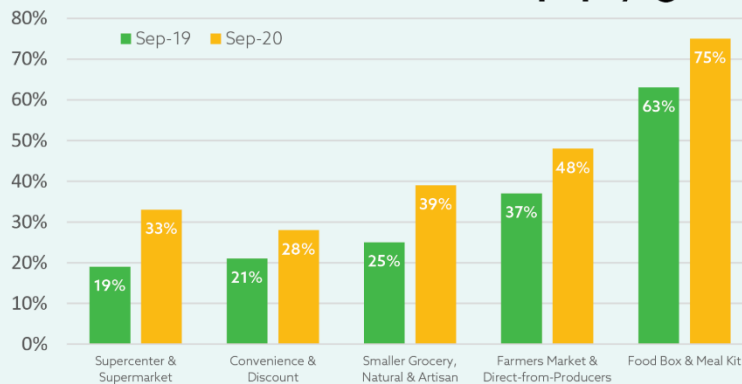
of respondents shopped online across all food market channels in September 2020, even after restrictions seen in April had been lifted.

- Of this 49%...
- 35% chose curbside or in-store pick up.
 - 19.5% chose home delivery.
 - 42% chose a mix of options.

41%

of respondents ordered food online from restaurant channels.

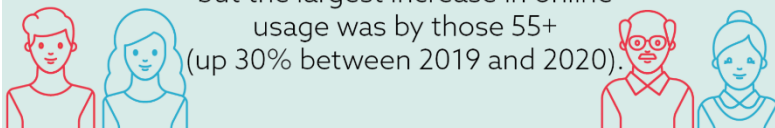
Online shopping across all market channel categories increased an average of **11%**



53%

of respondents were influenced to purchase online due to their perceived risk of COVID-19.

Younger people shopped the most online, but the largest increase in online usage was by those 55+ (up 30% between 2019 and 2020).



For more information, find a compilation of Consumer Food Insights at fscovid.localfoodeconomics.com or contact the CSU survey team at Dawn.Thilmany@colostate.edu.

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