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.

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.

49% of respondents shopped online across all food market channels in September 2020, even after restrictions seen in April had been lifted.

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

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

53% of respondents were influenced to purchase online due to their perceived risk of COVID-19.

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

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