

The Long-Term Impact of Coronavirus on the US Food and Drink Market

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Scope

Key findings

COVID-19 shifts US consumer spending from foodservice to retailing

Consumer behaviour transformation expected to leave lasting changes

US food and drinks will be markedly different in the wake of COVID-19

Shifting labour patterns reduce the number of eat-in dining occasions

Case study: Grocery retailers expand assortments of prepared meals

Premiumisation is poised to retract as financial scars remain

Case study: Important product attributes become luxuries

Industry consolidation will accelerate

Case study: Independent restaurants bear the brunt of the pandemic

Delivery and pick-up become table stakes for restaurants and grocers

Case study: Curbside pick-up powers Walmart's e-commerce growth

Restaurants and grocery stores' approach to space will be transformed

Case study: Ghost kitchens come alive

The US food and drinks space will be fundamentally transformed by 2025

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