



# The Coronavirus Era: Where and How Consumers Shop in Food and Nutrition

April 2021

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## INTRODUCTION

Scope

Key findings

## WHERE CONSUMERS SHOP: DIGITAL

Dramatic growth in e-commerce on the back of COVID-19 in 2020

Shift to e-commerce is expected to stick post-pandemic

China and the US drive e-commerce growth

China's e-commerce giants invest in "community group buying" models

Food manufacturers capitalise on direct-to-consumer (DTC) model

## WHERE CONSUMERS SHOP: VALUE > SPECIALITY

Hurdles in front of speciality shops on the back of COVID-19

Economic downturn hinders performance of specialists

COVID-19 changed the priorities in favour of hygiene

Essentials take the centre stage as consumer fill their pantries

Artisanal chocolate specialists struggle with changing shopping trends

## WHERE CONSUMERS SHOP: CONVENIENCE

COVID-19 drives dramatic reductions in consumer mobility

Small formats' performance slows down but...

...independent small grocers benefits from proximity

Integrating with mobile e-commerce: a way of staying afloat for c-stores

## HOW CONSUMERS SHOP: NEW SHOPPING MISSION

COVID-19 amplifies the trend to spend less time in stores...

...leading to a reduction in product sales driven by impulse

Mobile apps are gaining traction to avoid congestion

## HOW CONSUMERS SHOP: CONTACTLESS

Drivers behind contactless

Contact-free becomes a reality rather than a futuristic dream

Key themes in the use of contactless

Full-automated retailers are the next frontier

## HOW CONSUMERS SHOP: NEW COMMERCE ECOSYSTEMS

E-commerce models goes beyond online ordering

Cooking experience and value for money emerge as key drivers

Younger shoppers embrace the subscription models the most

Apps offer convenience while...

...livestreaming benefits from interactive events

New commerce models increase in number across the globe

## CONCLUSION

Future outlook

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