

The Impact of COVID-19 on Food and Drink Retailing - US - June 2020

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“Few industries have been more closely entwined with the COVID-19 pandemic than food and drink retailing. In mid-March as the crisis quickly escalated, consumers flocked to supermarkets to stock up on groceries and other essentials, stressing the supply chain and emptying shelves in many staple categories.”

– John Owen, Associate Director, Food and Retail

This report looks at the following areas:

Definition

This Report covers the impact of the COVID-19 pandemic on consumer attitudes, preferences and behaviors related to food and drink retailing overall, as well as to the center of the store, the perimeter and private label. For the purpose of this Report, Mintel has used the following definitions:

Groceries are defined as products such as food, beverages, household goods (eg cleaning products, toilet paper, garbage bags) and/or personal care products. The primary focus of the research is on food and beverages.

The center of the store, as defined for this Report, includes food categories typically found along the interior aisles of supermarkets, grocery stores and most supercenters. Items within these product categories may not be physically located in the center of all stores due to differences in layouts, but these are generally considered to be “center-of-store” categories.

The following segments are included in this Report:

- **Shelf-stable grocery: including processed meats, meat products and meats included in processed food, canned produce, shelf-stable snacks, cereal**
- **Frozen foods: including frozen fruits and vegetables, frozen prepared meals, frozen meats, frozen snacks**

The perimeter of the store, as defined for this Report, includes food categories typically found along the interior perimeter walls of supermarkets, grocery stores and most supercenters. All retail sales of the specified items are included, even though differences in store layout may mean that not all stores (particularly food retailers that are not traditional grocers) position these items along the store perimeter. The following segments are used in this Report:

- **Fresh refrigerated meat, poultry and fish/seafood**
- **Fresh produce: Fresh fruits and vegetables, including bagged salads and pre-cut vegetables**
- **Milk, dairy, eggs: Fresh dairy and non-dairy milk, cream; butter; fresh eggs**
- **Bakery: In-store baked goods including breads/rolls and cakes/pies/desserts**
- **In-store deli/prepared foods: Deli meat and cheese and freshly prepared foods such as entrées, sandwiches, appetizers, salads, sides, trays, dips, desserts, soups and spreads**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Meeting consumer needs

The Impact of COVID-19 on Private Label

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