

Evolving eCommerce: Grocery Retailing: Incl Impact of COVID-19 - US - June 2020

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This report looks at the following areas:

The rush to online shopping amid the pandemic is boosting the already solid growth of grocery ecommerce. While some shoppers who went online to minimize the risk of exposure may be eager to get back to the store, many more will hold to shopping habits and preferences formed during the pandemic. In addition, the substantial investments grocery retailers are making in expanded online coverage and added services will make it easier for more shoppers to shift more of their grocery dollars from the store to online. In addition, there are substantial opportunities to make the online grocery shopping experience more engaging.



“The rush to online shopping amid the pandemic is boosting the already solid growth of grocery ecommerce. While some shoppers who shifted more of their grocery dollars online to minimize exposure to the virus will be eager to get back to the store as a way to regain a sense of normalcy, many more will hold to shopping habits and preferences formed during the pandemic.”

– John Owen, Associate

Director, Food and Retail
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