

Food and Drink Shopper: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

- The major pandemic-driven shift in food and drink spending from foodservice to retail.
- The problems and opportunities presented by an increase in home meal prep.
- Shifts in shopping behaviors.
- The relative importance of safety protocols.

The COVID-19 pandemic has accelerated innovation in food and drink retail and motivated behavior changes among food and drink shoppers. It has also boosted food and drink retail sales, at least temporarily, and provided retailers with a window of opportunity to strengthen shopper loyalty.



“While the COVID-19 pandemic has accelerated innovation in food and drink retail and motivated behavior changes among food and drink shoppers, its biggest impact on the industry may have been to amplify the underlying emotional benefits of the task. More than ever, food and drink shopping is a way to care for family and maintain a sense of control in a situation that otherwise feels out of control.” – John

Wen, Associate Director
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