

# Grocery Retailing - US - April 2021

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the grocery market
- Where consumers are doing their grocery shopping and why they choose their primary grocer
- How consumers are doing their shopping, and the evolving role of ecommerce in the path to purchase
- What in-store retail concepts and services consumers are most interested in seeing from grocers

Multi-outlet grocery sales had been slowly and steadily rising each year before the COVID-19 pandemic unexpectedly boosted sales to record heights in 2020. This caught grocers off guard, and most were unprepared for the sudden shifts in grocery shopping behavior, including a rapid rise in ecommerce. At the time of writing, a little more than a year later, both shoppers and grocers are still adjusting to new routines and protocols and looking forward to some "normalcy." The next normal for grocery will entail rapid deployment of technology and tools and a much more proactive effort on retailers' part to help consumers truly enjoy the grocery shopping process again, rather than just trying to accomplish this necessary task as quickly and safely as possible.



"The COVID-19 pandemic has had significant and widespread impact on the grocery sector; accelerating ecommerce growth by years and causing people to change their grocery shopping routines in a more mindful way as they look to be efficient with their time spent in stores and frugal with their grocery budgets."

– **Diana Smith, Associate Director – Retail & eCommerce**

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