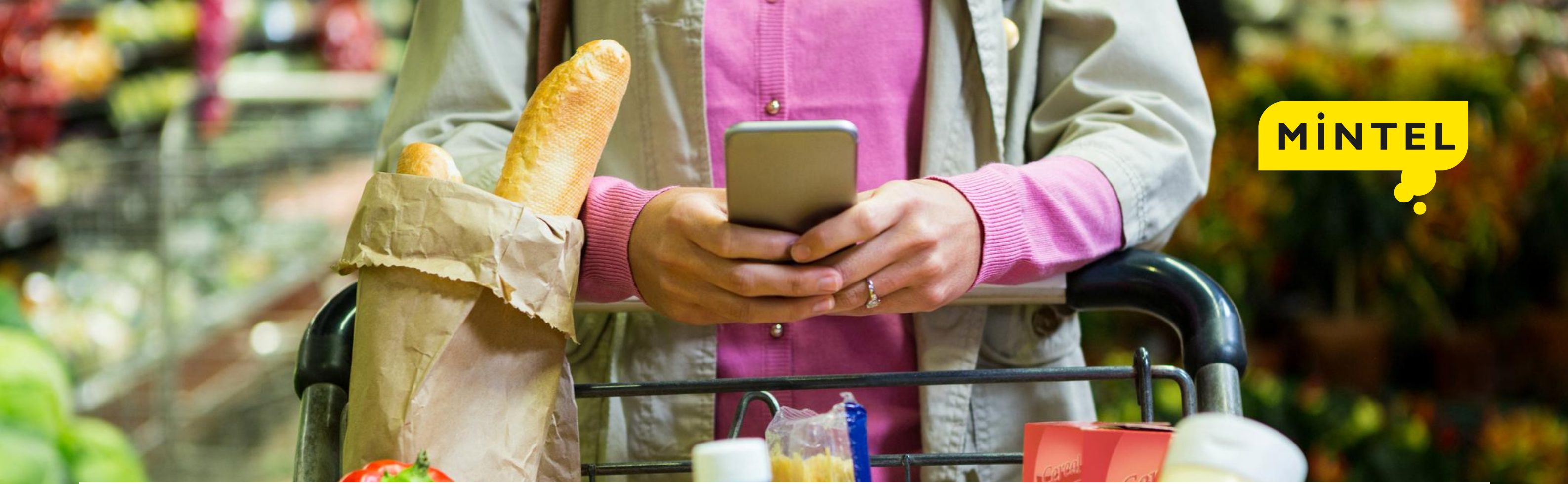

Grocery Retailing - US - 2022

Report Price: £3695 | $4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- **The impact of COVID-19, inflation, supply chain constraints and other market factors on consumer behavior and the grocery market**
- **Where consumers are doing their shopping and what they look for in their primary grocer**
- **Consumers' grocery shopping behaviors and in-store preferences**
- **The evolution of omnichannel shopping**
- **Consumer interest in in-store concepts and services**

After unprecedented sales growth in 2020 during the first year of the COVID-19 pandemic, retailers were challenged by sudden surges in grocery shopping caused by panic buying, shifts in consumer eating to include more in-home cooking and the rapid adoption of ecommerce for grocery shopping. Consumers continue to evolve with the next normal and are becoming more comfortable shopping in-store for groceries, resulting in a rebound to in-store shopping frequency. Even as in-store remains the preferred channel, the increase in ecommerce persists at more sustainable levels, as omnichannel shopping becomes the norm for many shoppers.

COVID-19 continues to cause disruptions for retailers and consumers as new variants of the virus drive a continuation of pandemic behaviors, such as limiting time spent in stores and cooking more at home, fueling continued demand for groceries. Additionally, the ongoing pandemic has created new challenges for grocers. Global supply chain constraints at a time of peak consumer demand have led to widespread inflation, price hikes and inventory shortages – further impacting consumers' shopping behaviors. Grocers continue to navigate COVID-19 safety protocols and labor shortages amid fluctuations in state and federal mandates, as they work to reinvent their business models to embrace continued growth, digital expansion both in-store and online, and reevaluate what the in-store experience looks like in the evolution of the next normal.

"After two years, COVID-19 continues to have an impact on the grocery sector. The combined pressures of supply shortages and inflation drive up prices, prompting consumers to prioritize value. Pandemic behaviors give way to new norms, as omnichannel shopping becomes commonplace."
– Brittany Steiger, Senior Analyst, Retail & eCommerce

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