

# THE IMPACT OF THE PANDEMIC

## GROCERY SHOPPING AND HOUSEHOLD SPENDING

### Concerns Related to Covid-19 Has Prompted Surge in Online Grocery Shopping Services

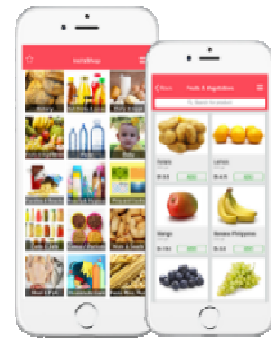


One in three **36%** families shop online.

Among these households .....

**77%** are using online grocery shopping services **MORE** due to the pandemic.

Post COVID-19 will change how the majority **55%** of these families use these services – 35% will be using them more and 20% less.



### SHOPPING HABITS SHIFT DURING THE PANDEMIC

**Which Brands will be Able to Adapt?**



Consumer spending, during the pandemic, reflected how the virus impacted the U.S. economy. Since more and more families were forced to remain at home, monies allocated to essentials like groceries and food increased significantly. Time spent indoors also reflected a rise in spending on activities that provided distractions from quarantining; such as movie/TV show downloads, streaming entertainment services, video games (online/mobile) and home/garden supplies. While industries associated with the travel and automotive sectors, as well as personal care products, including apparel (shoes, handbags, etc.) all suffered a substantial decrease in spending.

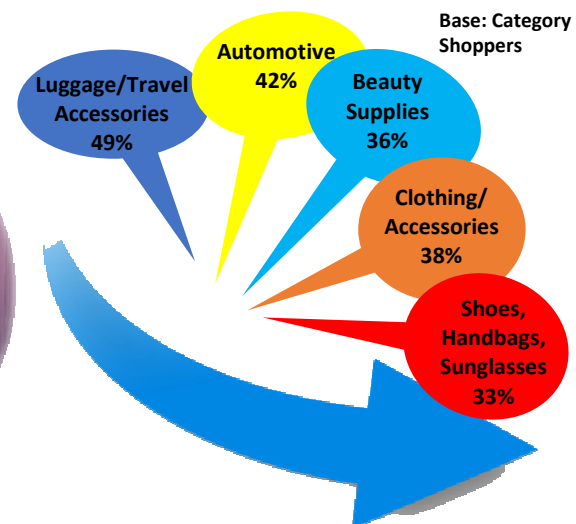
#### INCREASED SPENDING

Base: Category Shoppers



#### DECREASED SPENDING

Base: Category Shoppers



For information about this study contact:

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