

CONSUMER CONNECTIONS LIVE PANEL:

The COVID-19 Chronicles #3 | April 9, 2020

Digging Deeper Into Grocery Shopping | Five Key Takeaways



1

Shoppers turn to all fulfillment methods but for differing reasons.



Limit time in store



Curbside pickup



Full delivery



Shop in store for immediate needs



“We’re buying as many things as we can and rationing so we don’t have to leave as much. **Shopping online** has been a big thing. I use Instacart because they don’t do Amazon groceries in my neighborhood. But **sometimes they don’t have all the things my grocery store does.**”



2

Retailer choice is now also driven by shopper traffic and item availability.



Vary where shop to complete list



Choosing consistently stocked stores



Choosing less crowded and smaller stores



“We **know already who is out of what.** We write on paper what we need. **We do online ordering first then we go pick up the main items.** It’s only been a few weeks of this; I think it’ll adjust again in a few weeks depending on how things go.”



3

Brand selection for many items is down to what’s available in many categories, but this does not necessarily equate to a new loyal customer, yet.



Choosing what is available even if not preferred brand



Pay a premium



Trade down to item that doesn’t satisfy



“We’ve been having a **tough time getting hold of [our preferred brands].** We have to go to name brand cereals. **Instead of paying \$1.50 we’re spending \$3-4 a box.** We’ve been forced to change.”



4

Children’s picky palates make it difficult to substitute some of their favorites.



Kids have preferences for brands & flavors



Can’t find acceptable substitutes



Forgoing the product altogether



“Peanut butter. I’ll eat either kind [creamy or chunky] but as far as **my daughter, she likes a little spoonful but the chunky is all they have.** The smooth is always gone. **Right now no one’s eating peanut butter.**”



5

Many are switching to more shelf stable items to stockpile and help limit the need to shop often.



Looking for shelf-stable



Fresh spoils quicker



Quality of produce diminishing



Grab it while its available



“We **bought Ovaltine and Ensure in case milk got so low,** I can mix that with water for our 3 yr old. No one’s buying a lot of Ovaltine right now.”



C+R’s Take:

Create a Seamless Omnichannel Experience to Keep Consumers Informed Before Shopping:

Consider ways to help shoppers navigate whether in-store shopping or online ordering is best at the time that they need groceries. Alerting consumers of available delivery times and available inventory in your app or on your website can help them better prepare.

Help Shoppers Navigate, Create In-Store Solutions for Current Stock:

Consumers are still adjusting to the changes in their routine and the availability of grocery items. How can grocery retailers and manufacturers help them navigate at-shelf in this new landscape of varying inventory and availability of unfamiliar products?

Educate on Ways to Use Your Brand/Product for Those Less Familiar:

This a ripe time to convert new customers to your brand. How can CPG manufacturers help consumers find creative ways to utilize the new food products they are trying for the first time? How can companies maintain these new purchasers after the supply chain has returned to normal again?



Curious to hear more? Join us for the next Consumer Connections Panel: The Multicultural Consumer Perspective on Thursday, April 16 at 12pm Central. Sign up here.