



The Coronavirus Era: Where and How Consumers Shop in Food and Nutrition

April 2021

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Dramatic growth in e-commerce on the back of COVID-19 in 2020

Shift to e-commerce is expected to stick post-pandemic

China and the US drive e-commerce growth

China's e-commerce giants invest in "community group buying" models

Food manufacturers capitalise on direct-to-consumer (DTC) model

WHERE CONSUMERS SHOP: VALUE > SPECIALITY

Hurdles in front of speciality shops on the back of COVID-19

Economic downturn hinders performance of specialists

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Essentials take the centre stage as consumer fill their pantries

Artisanal chocolate specialists struggle with changing shopping trends

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...leading to a reduction in product sales driven by impulse

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Younger shoppers embrace the subscription models the most

Apps offer convenience while...

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