

KEY TAKEAWAYS:

COOKING AT HOME AND GROCERY DELIVERY / SHOPPING ONLINE FOR ESSENTIALS ARE ACTIVITIES CONSUMERS SAID THEY ARE DOING MORE BECAUSE OF COVID.

CONSUMERS FEEL THEY ARE SPENDING MORE ON GROCERIES THAN A MONTH/A YEAR AGO.

GROCERY DELIVERY IS VIEWED AS A POPULARITY GAINER AND MOST USERS SAY THEY ARE INCREASING HOW OFTEN THEY ORDER GROCERIES ONLINE.

AMONG THOSE WHO EXPECT TO ORDER GROCERIES ONLINE MORE OFTEN GOING FORWARD, THE TOP OUTLET THEY SAID THEY WOULD REDUCE SHOPPING AT IS "LOCAL MARKETS."

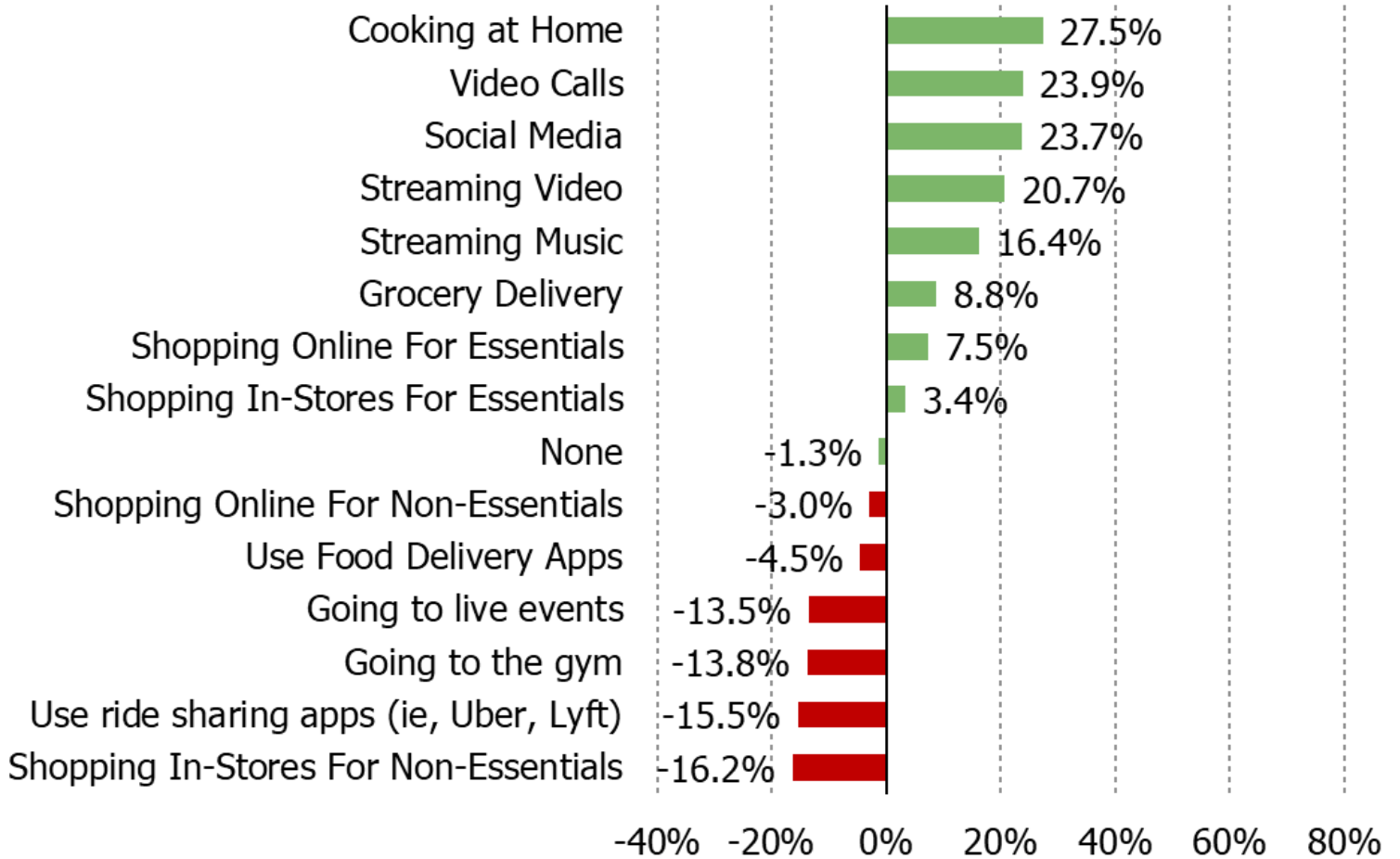
India Grocery

INDIA GROCERY

India Grocery

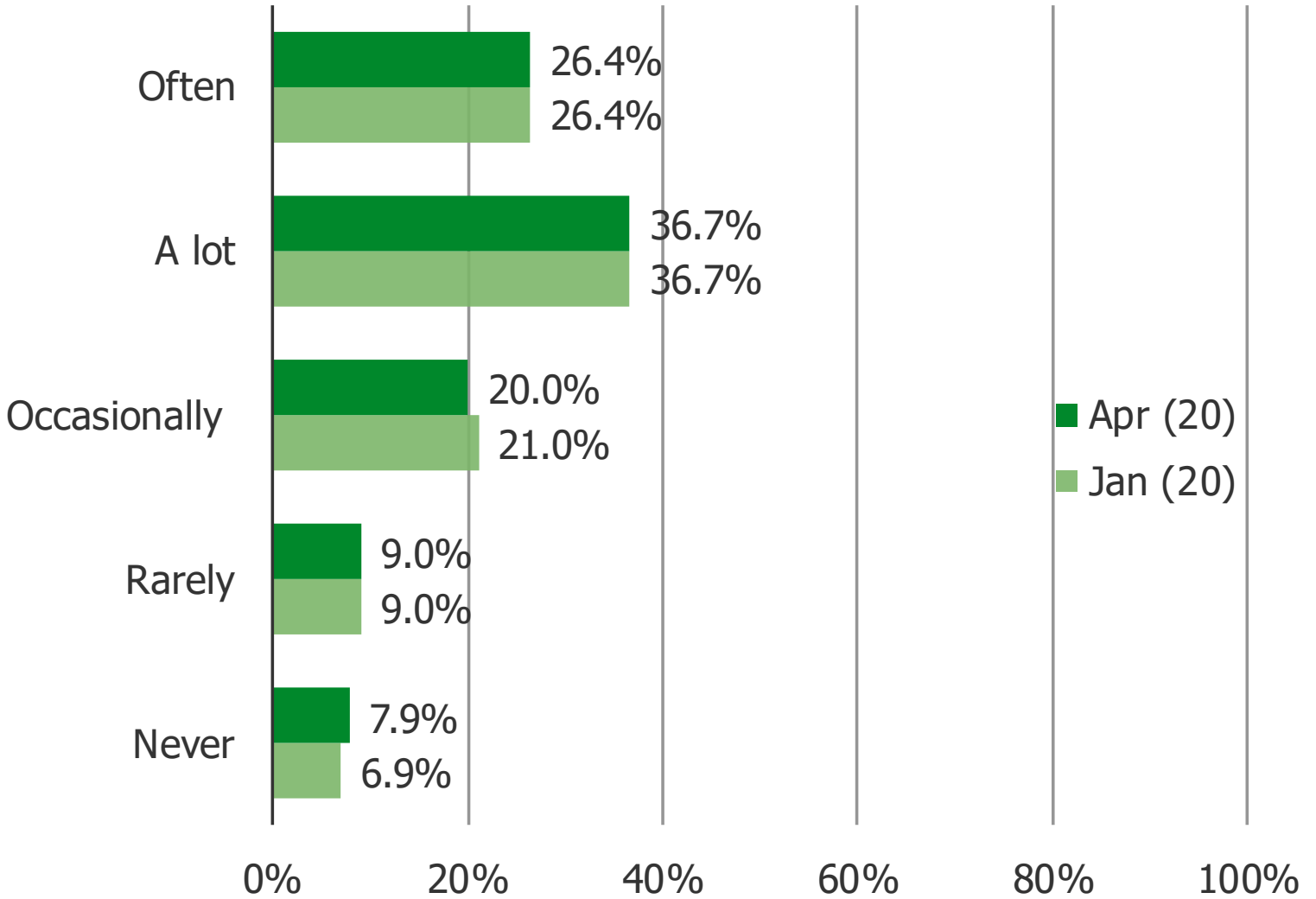
PERCENTAGE WHO SAY THEY ARE DOING THE FOLLOWING MORE BECAUSE OF COVID + SOCIAL DISTANCING (MINUS) PERCENTAGE WHO SAY THEY ARE DOING THE FOLLOWING LESS.

Posed to respondents who order groceries online.



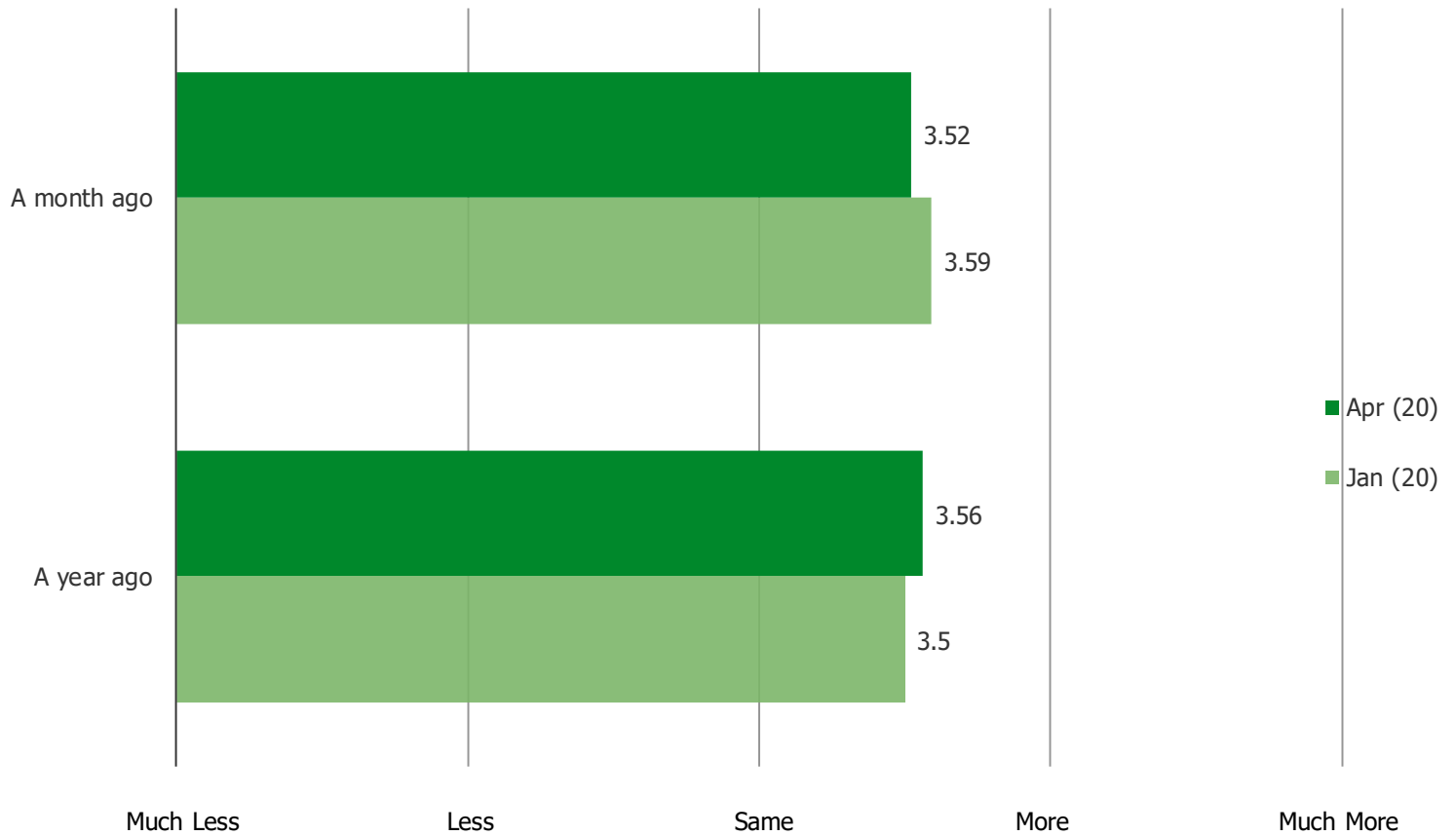
HOW OFTEN DO YOU BUY GROCERY AND HOUSEHOLD ITEMS?

Posed to all respondents.



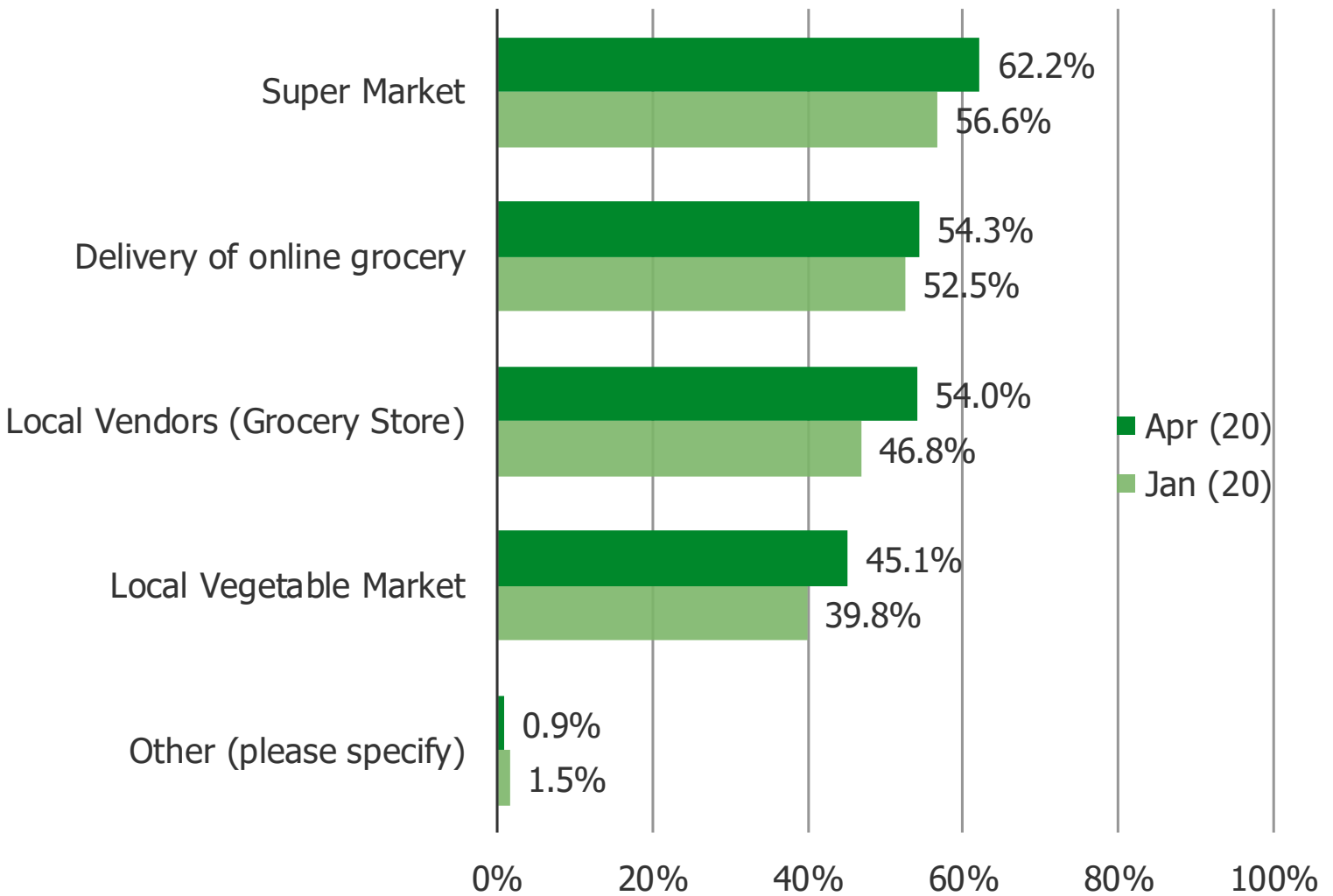
DO YOU THINK YOU ARE CURRENTLY SPENDING MORE OR LESS ON GROCERIES THAN THE FOLLOWING?

Posed to respondents who shop for groceries.



WHERE DO YOU USUALLY BUY GROCERIES? (SELECT ALL THAT APPLY)

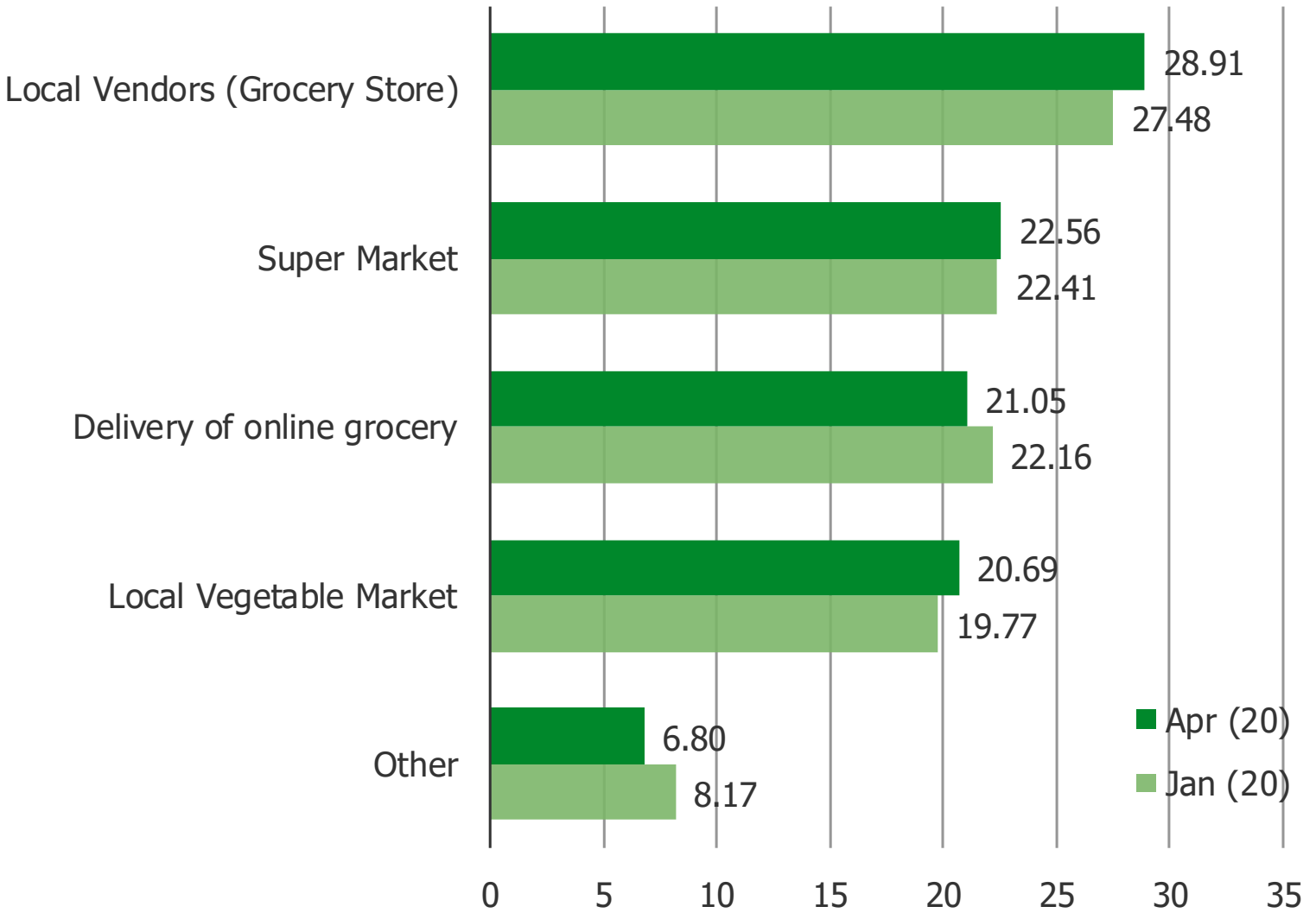
Posed to respondents who shop for groceries.



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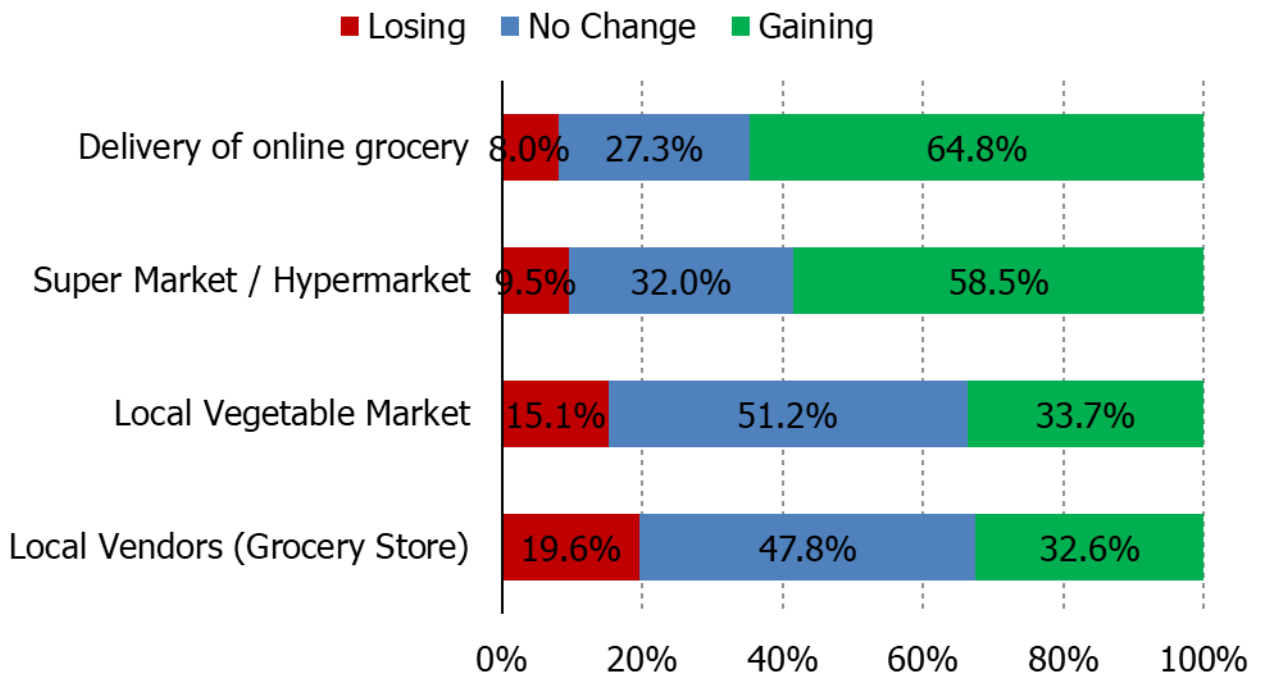
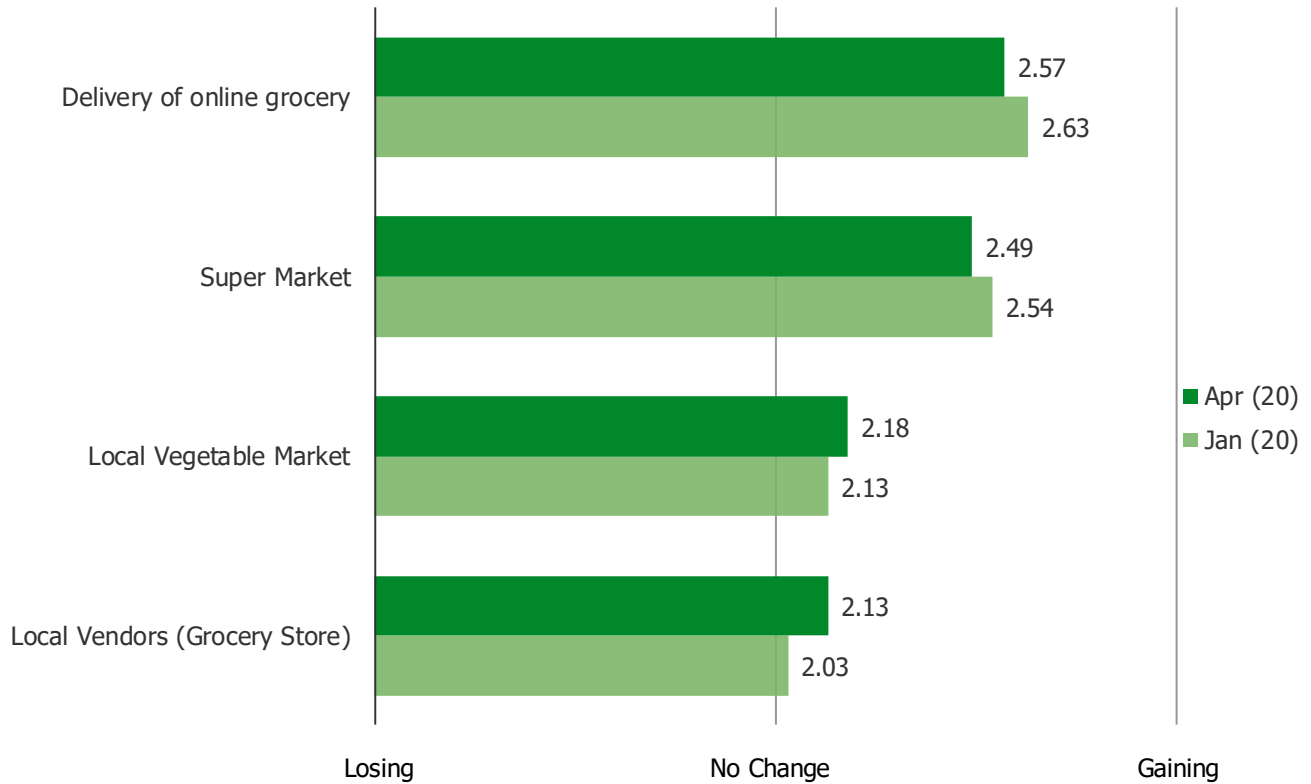
WHAT PERCENTAGE OF YOUR GROCERY PURCHASES DO YOU MAKE FROM THE FOLLOWING CHANNELS?
(FILL-IN, FORCE ADD TO 100%)

Posed to respondents who shop for groceries.



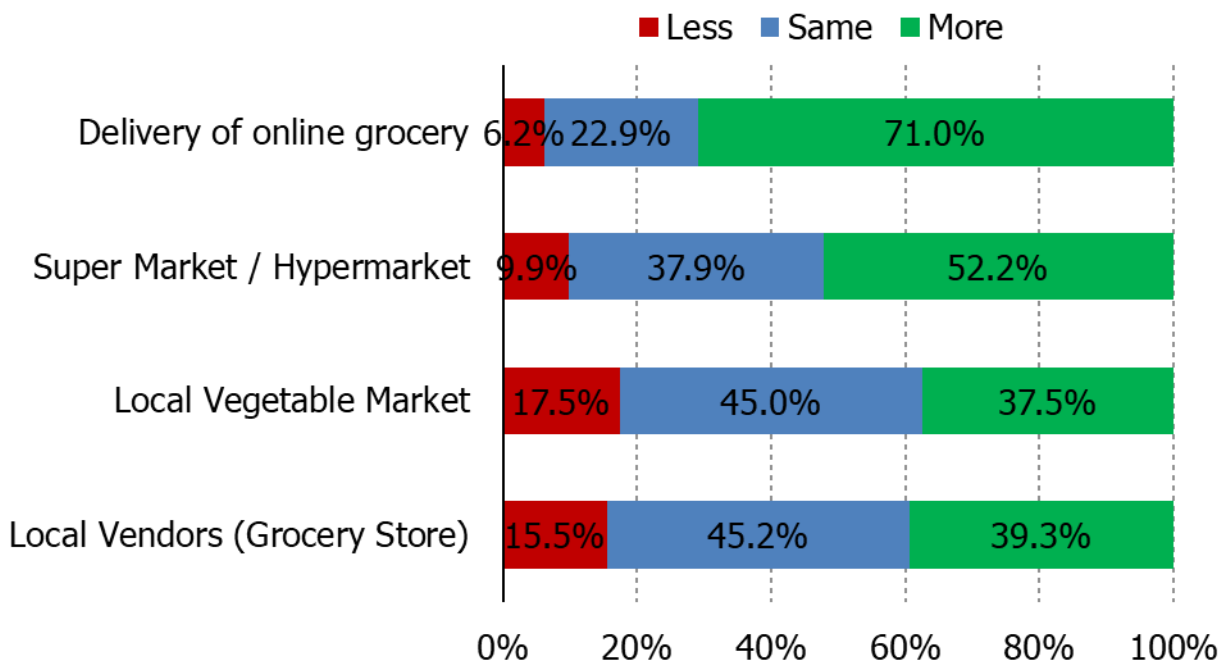
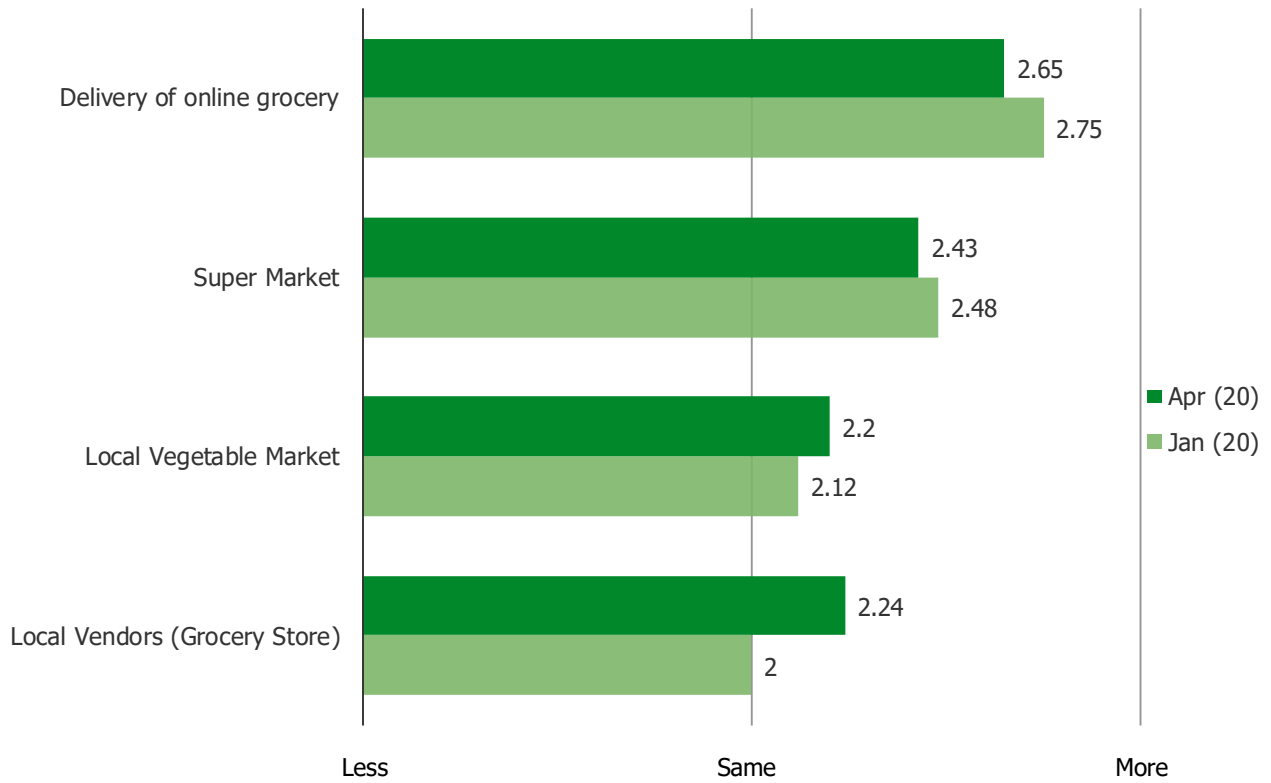
DO YOU THINK THE FOLLOWING ARE GAINING OR LOSING POPULARITY?

Posed to respondents who shop for groceries.



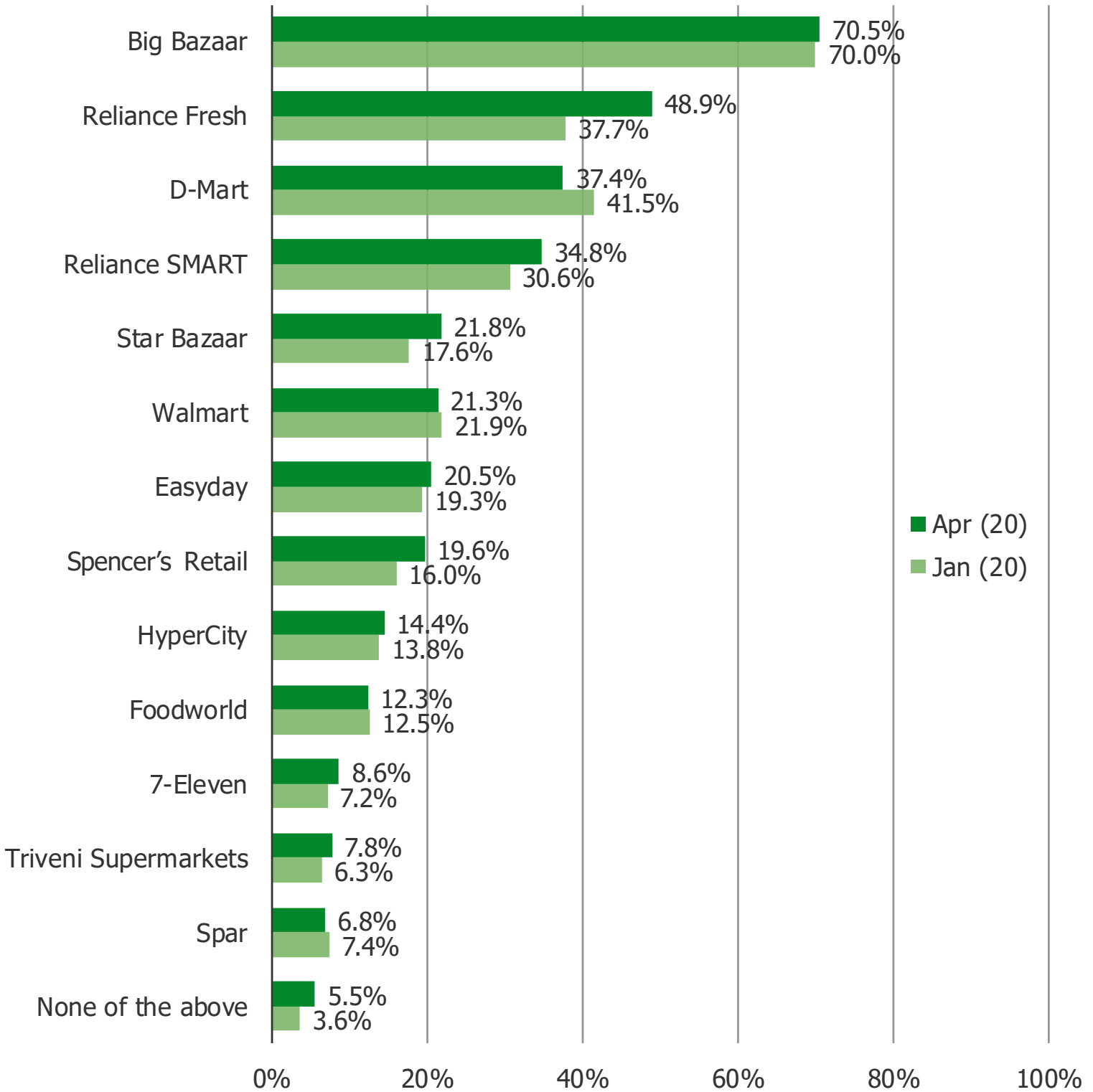
ARE YOU CHANGING HOW OFTEN YOU SHOP FOR GROCERIES VIA THE FOLLOWING?

Posed to respondents who shop for groceries and use the following.



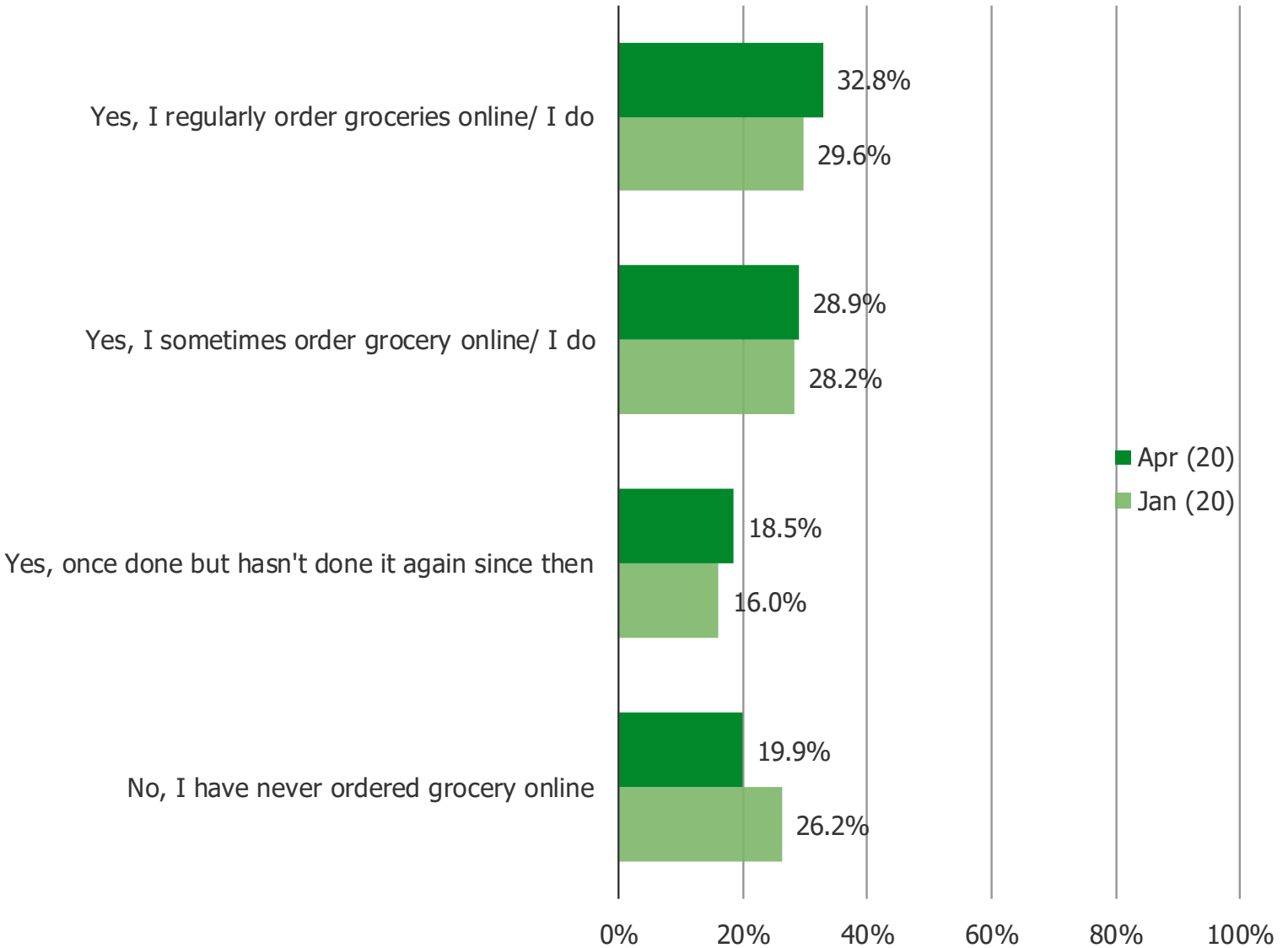
DO YOU PURCHASE GROCERIES FROM THE FOLLOWING REGULARLY OR OCCASIONALLY?

Posed to respondents who shop for groceries.



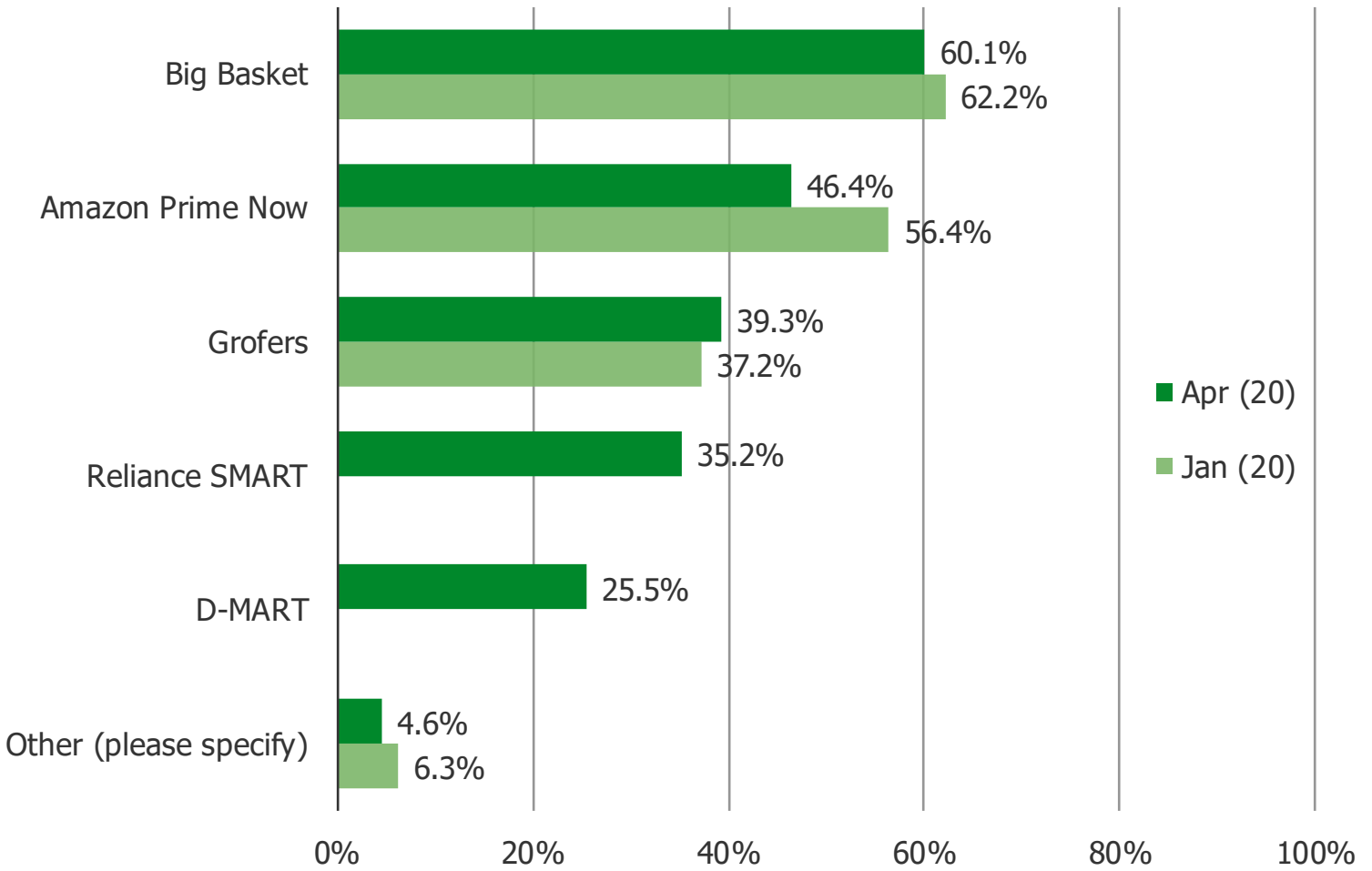
HAVE YOU TRIED TO ORDER GROCERIES FOR ONLINE DELIVERY?

Posed to respondents who shop for groceries.



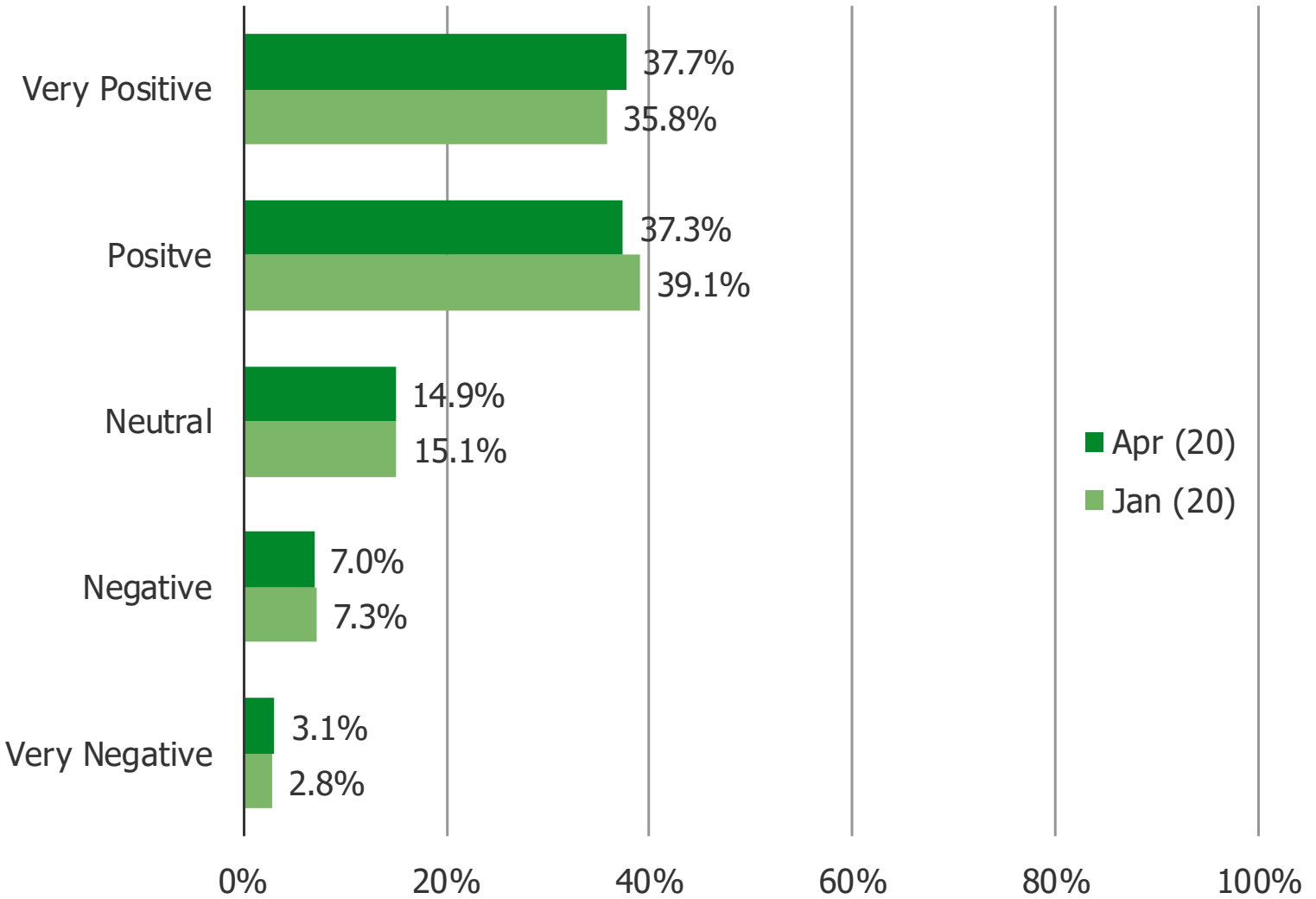
WHICH ONLINE GROCERY PROVIDER HAVE YOU USED?

Posed to respondents who order groceries online.



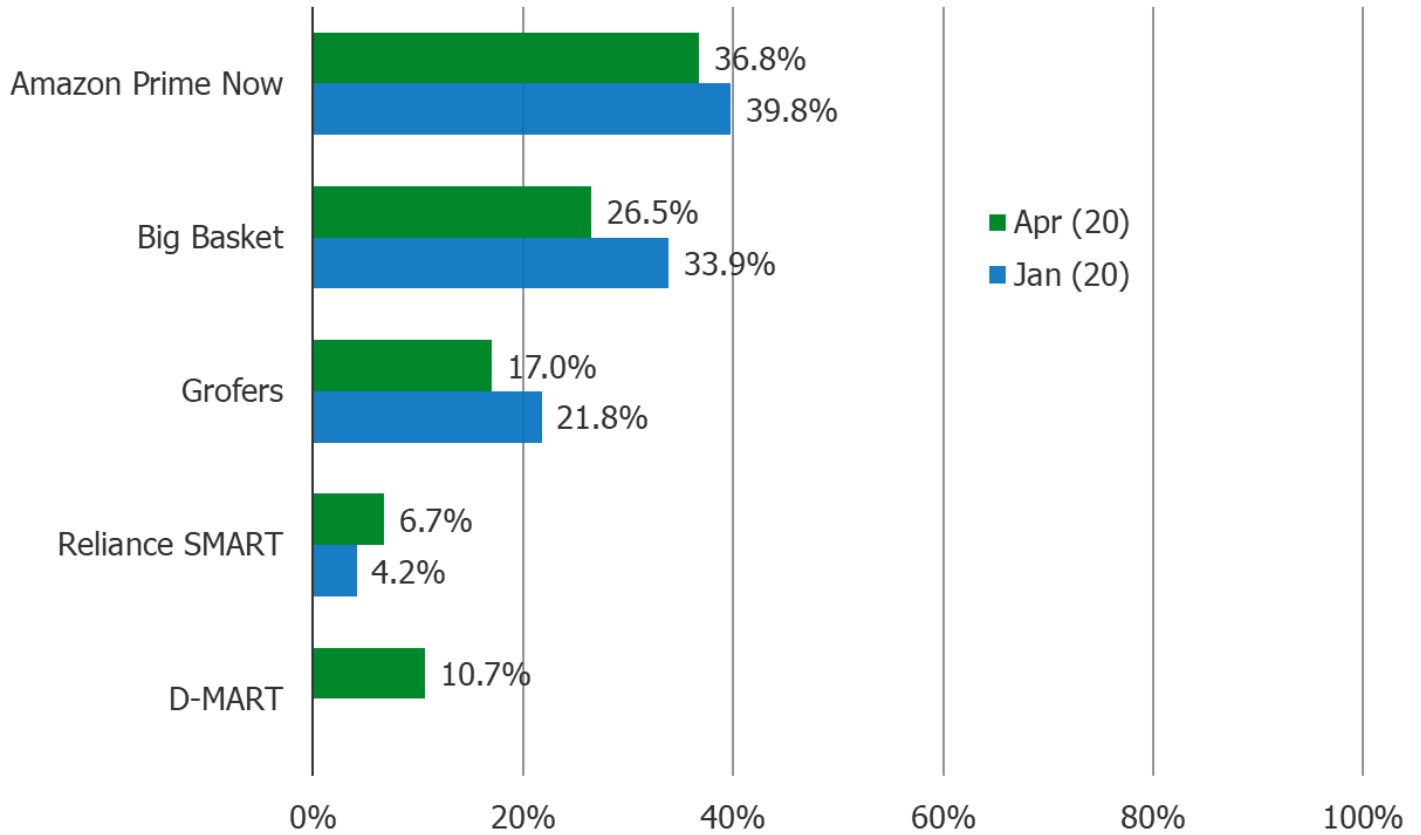
HOW WAS YOUR EXPERIENCE ORDERING GROCERIES ONLINE?

Posed to respondents who order groceries online.



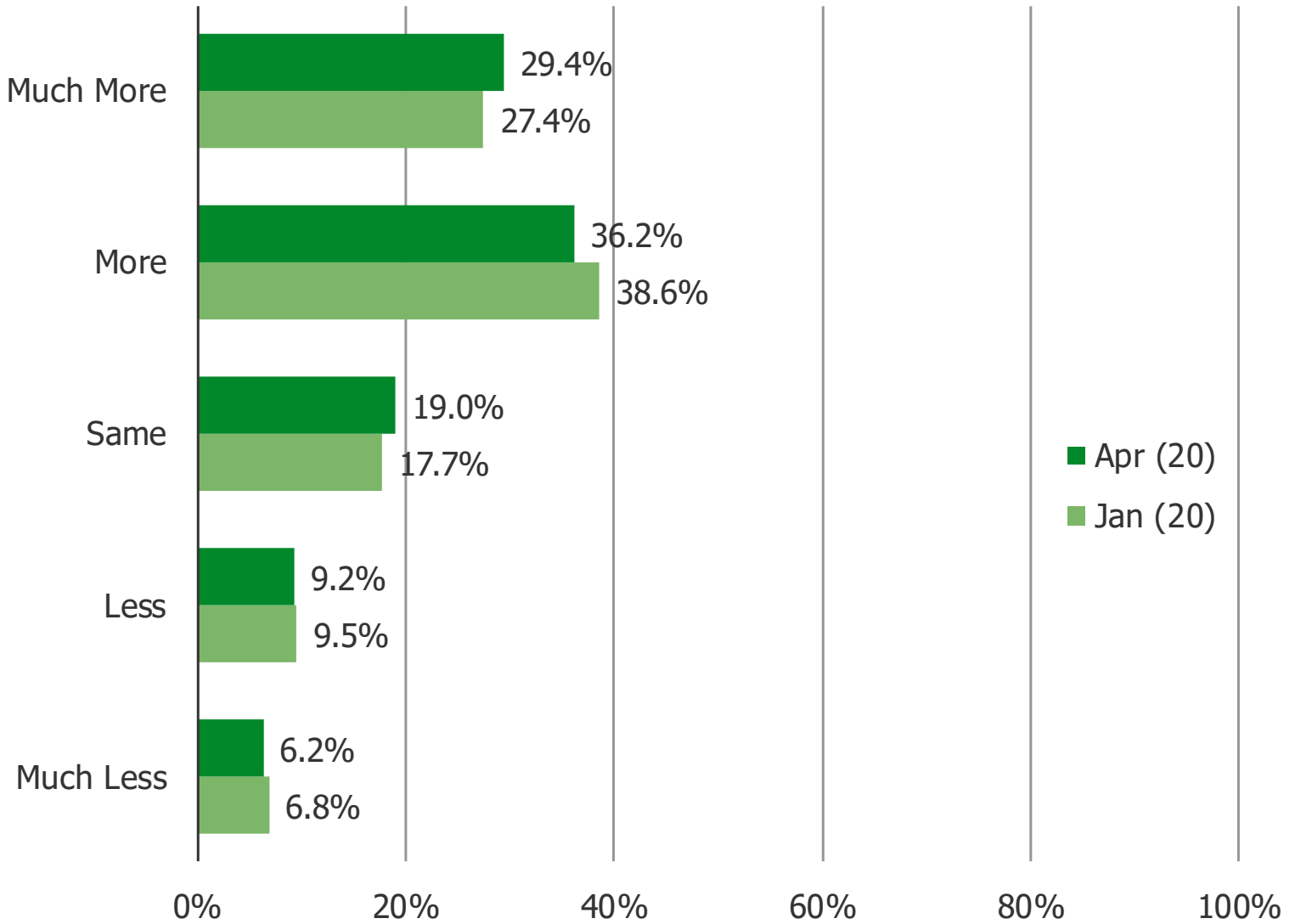
IN YOUR VIEW, WHICH OF THE FOLLOWING IS BEST TO ORDER GROCERIES ONLINE?

Posed to respondents who order groceries online regularly.



DO YOU EXPECT TO CHANGE HOW OFTEN YOU ORDER GROCERIES ONLINE GOING FORWARD?

Posed to all respondents.



SINCE YOU ARE SHOPPING FOR GROCERIES ONLINE MORE, WHERE ARE YOU SHOPPING LESS (FILL-IN)

Posed to respondents who expect to order groceries online more often going forward.

