



CHECK BREAKDOWN:

TREND CHECKS

FOOD DELIVERY USAGE: POSITIVE | BETTER

Most respondents use fresh food delivery services. The majority of users indicate that they have had fresh food delivered through Coupang Rocket Fresh, followed by Market Kurly. The proportion has remained roughly flat sequentially in our datasets. Notably, self-reported orders per month with each service increased relative to our last survey in May.

COVID: CAUSING INCREASES IN USAGE

Food delivery service users indicate that Covid has caused an increase in their frequency of use.

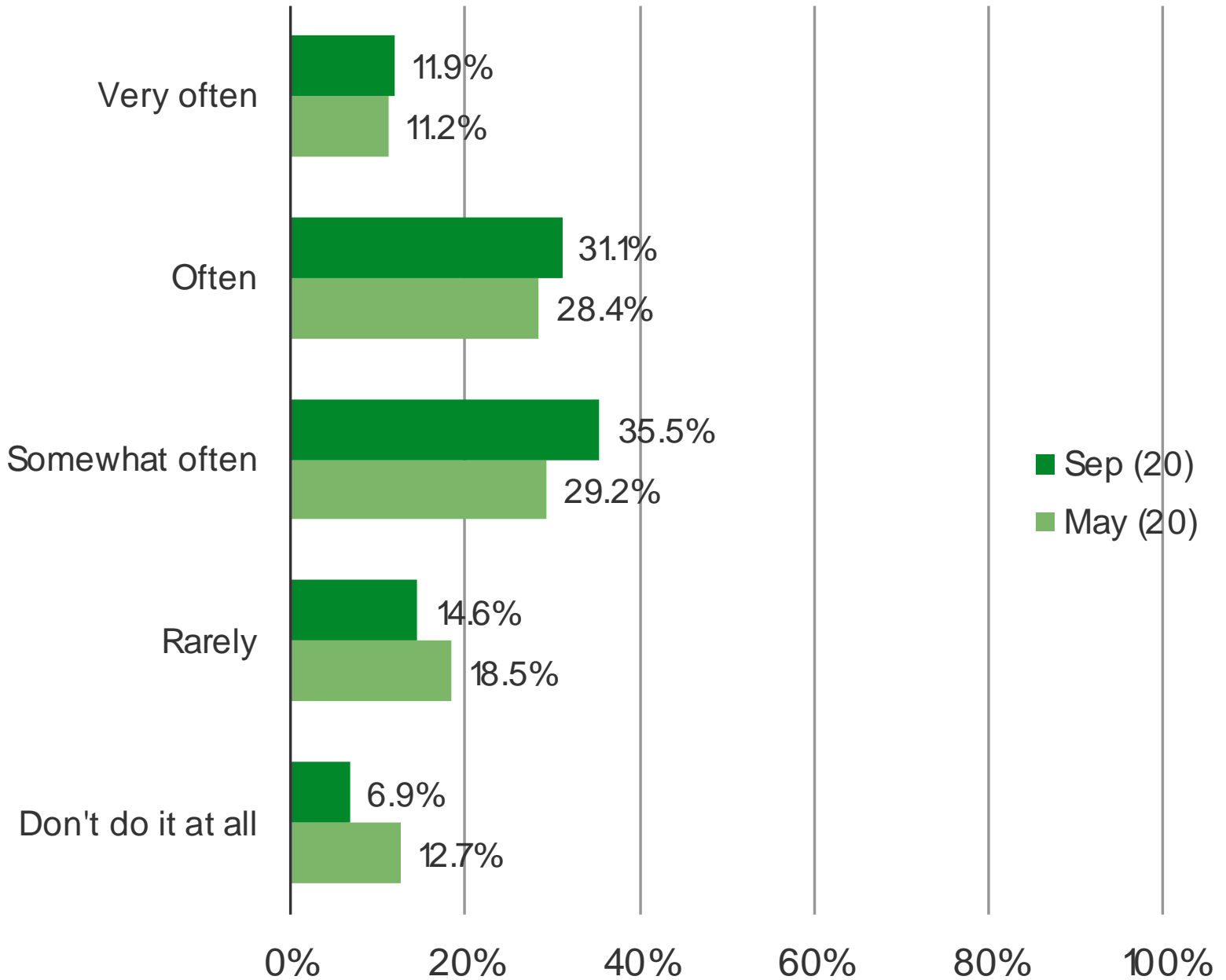
SATISFACTION AND LOYALTY

Users of each service show a strong degree of satisfaction with each platform, but in general are not terribly loyal when it comes to also using other services.

GROCERY DELIVERY IN SOUTH KOREA

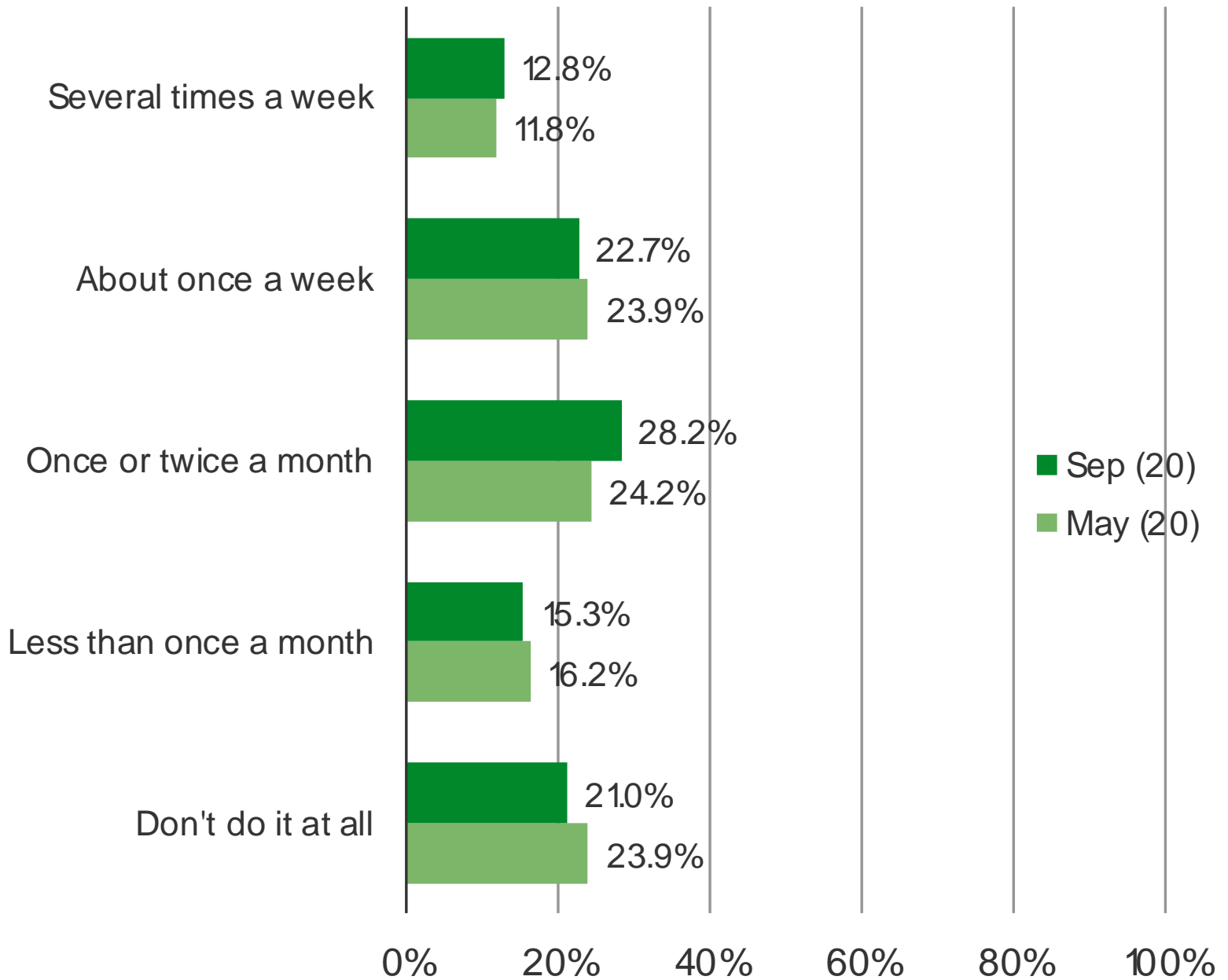
HOW OFTEN DO YOU SHOP FOR GROCERIES FOR YOUR FAMILY?

Posed to all respondents



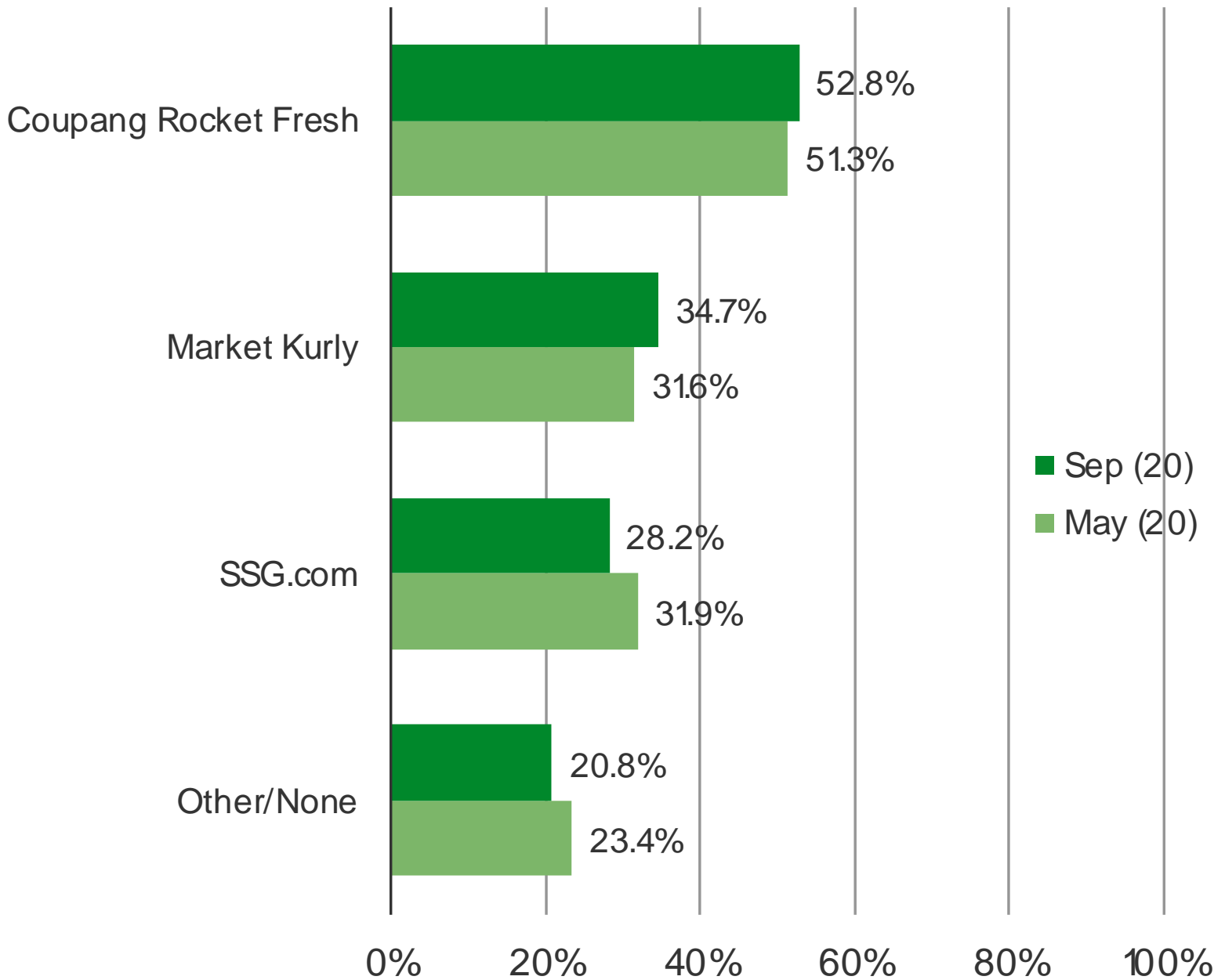
HOW OFTEN DO YOU DELIVER FRESH FOOD TO YOUR HOME?

Posed to all respondents



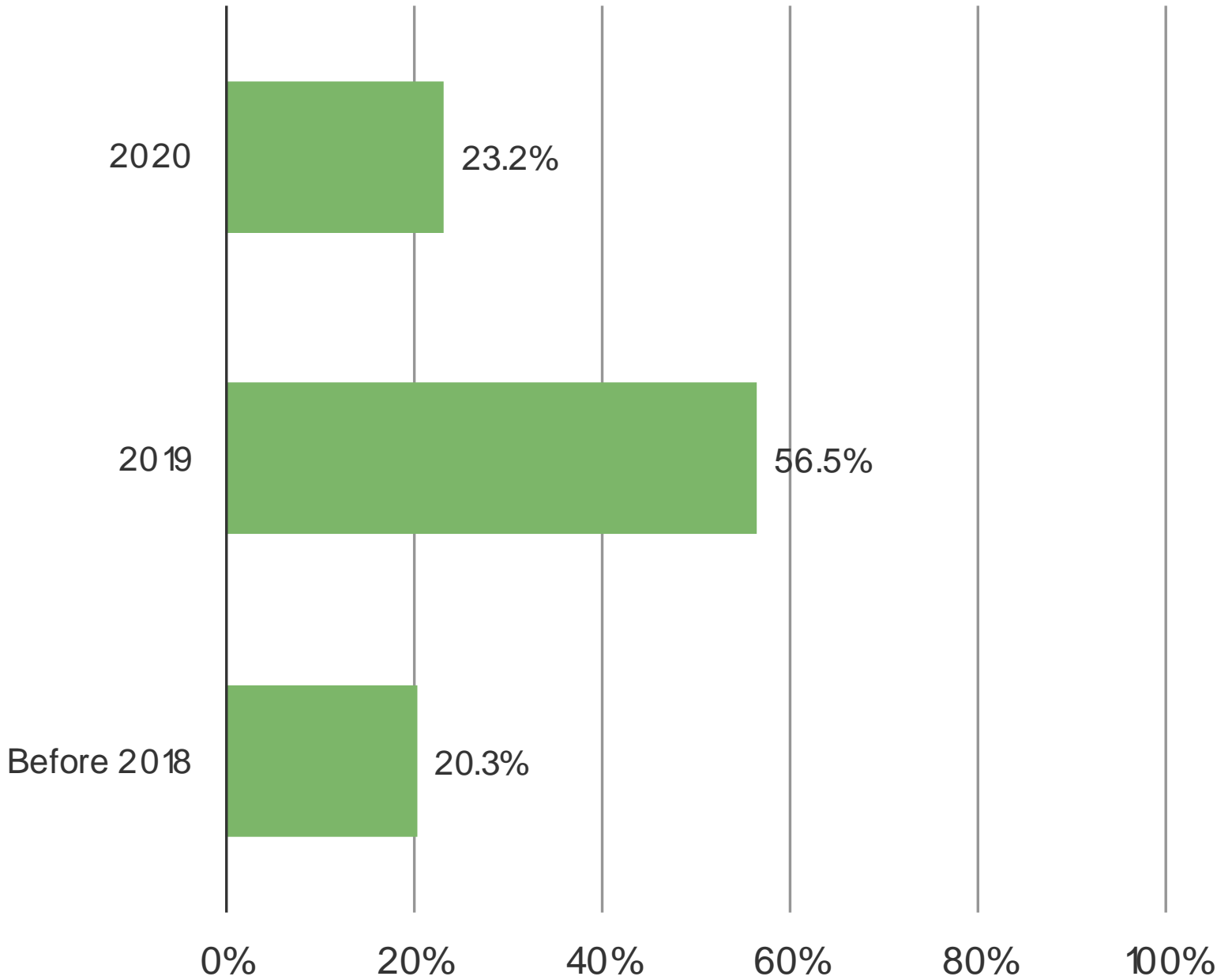
HAVE YOU EVER DELIVERED FRESH FOOD FROM ANY OF THE FOLLOWING?

Posed to respondents who get fresh food delivered to their home.



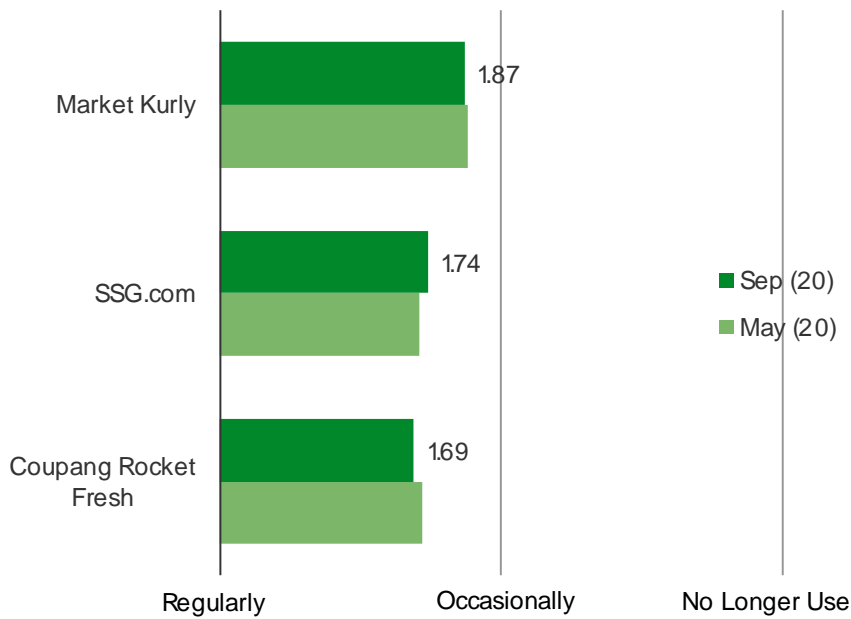
WHEN DID YOU FIRST START USING THIS SERVICE?

Posed to respondents who use Market Kurly

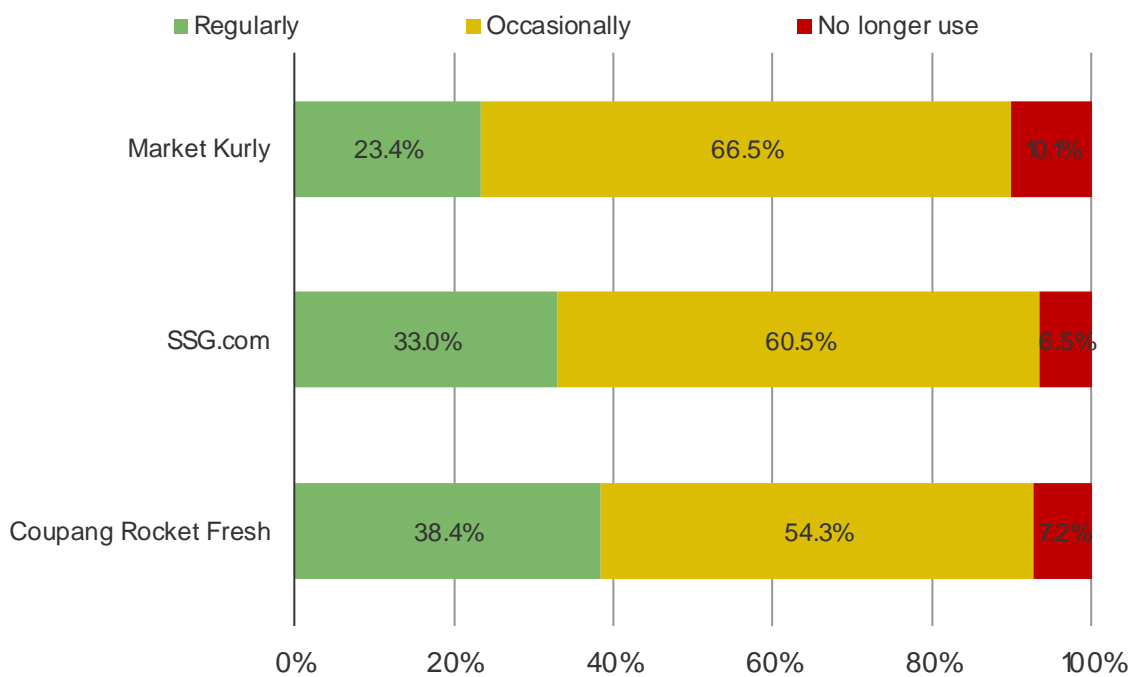


DO YOU CURRENTLY USE THIS SERVICE?

Posed to respondents who ever had fresh food delivered from the following services.

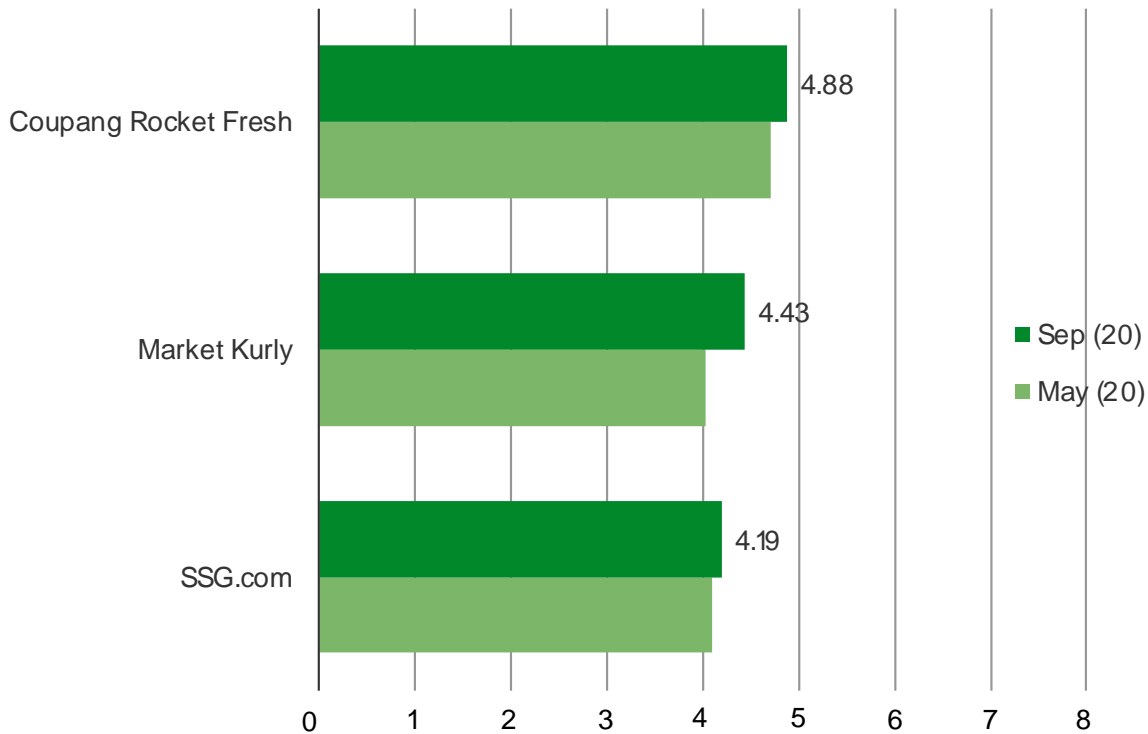


September Data Breakdown.

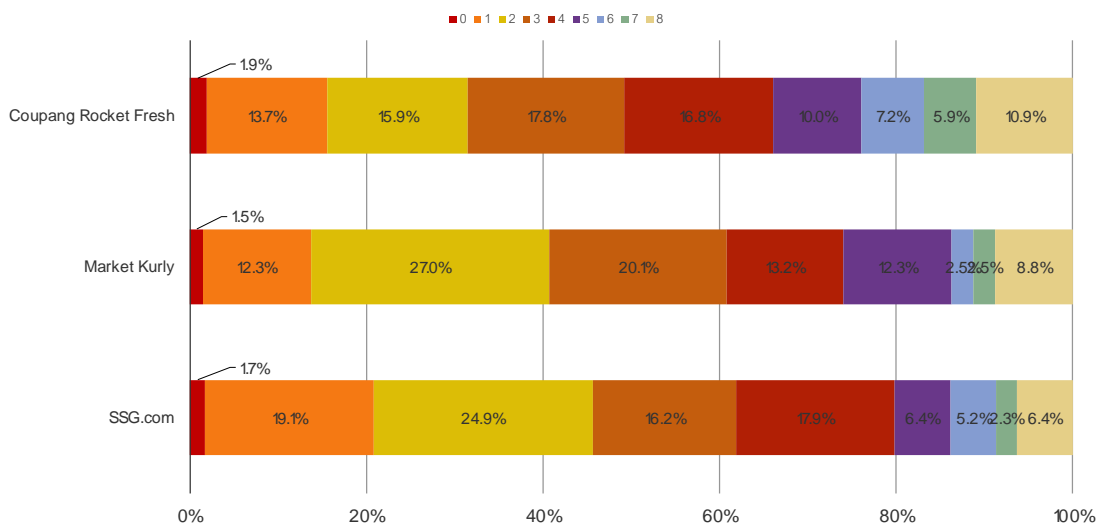


HOW MANY ORDERS DO YOU USUALLY PLACE PER MONTH WITH THIS SERVICE?

Posed to respondents who are currently using the following services.

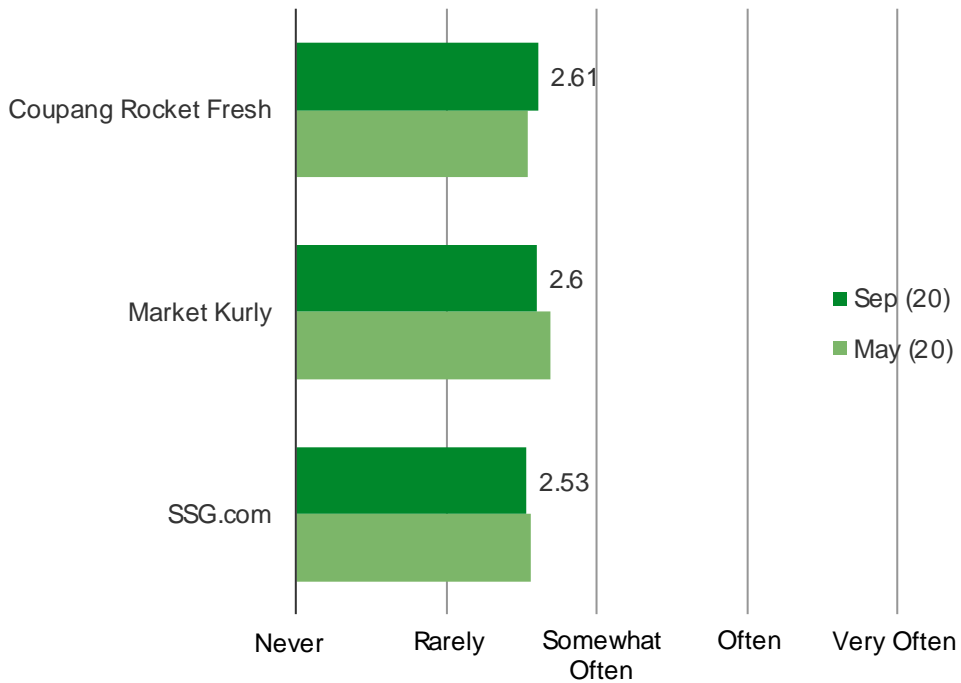


September Data Breakdown.

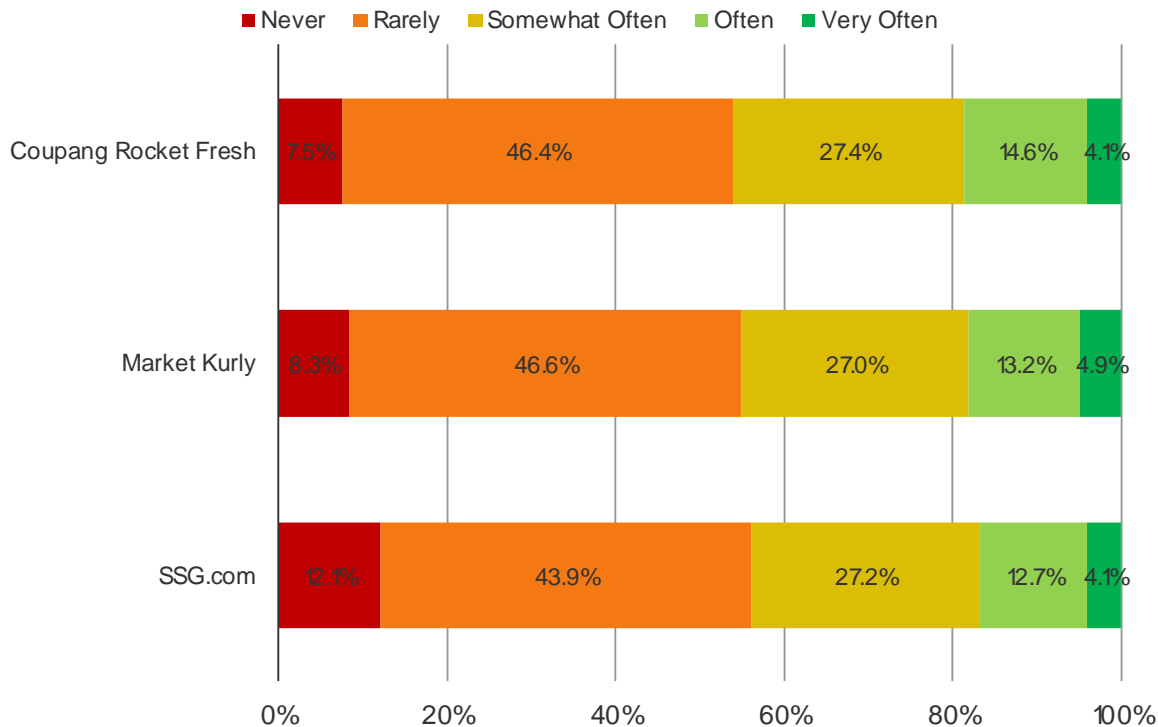


HOW OFTEN DO YOU TRY TO BUY ITEMS FROM THIS SERVICE AND THEY ARE OUT OF STOCK?

Posed to respondents who are currently using the following services.

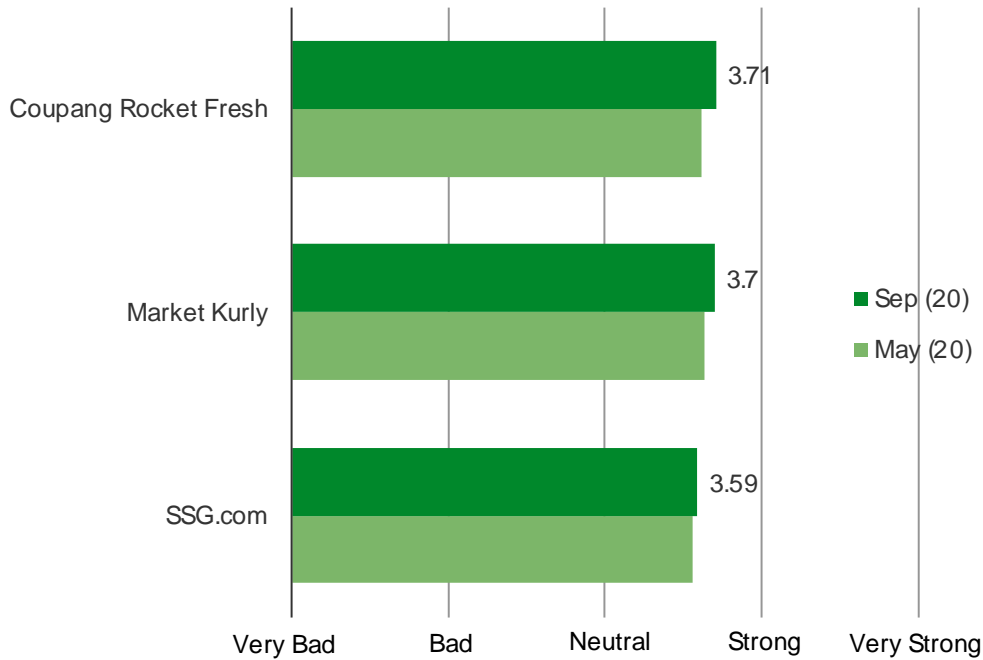


September Data Breakdown.

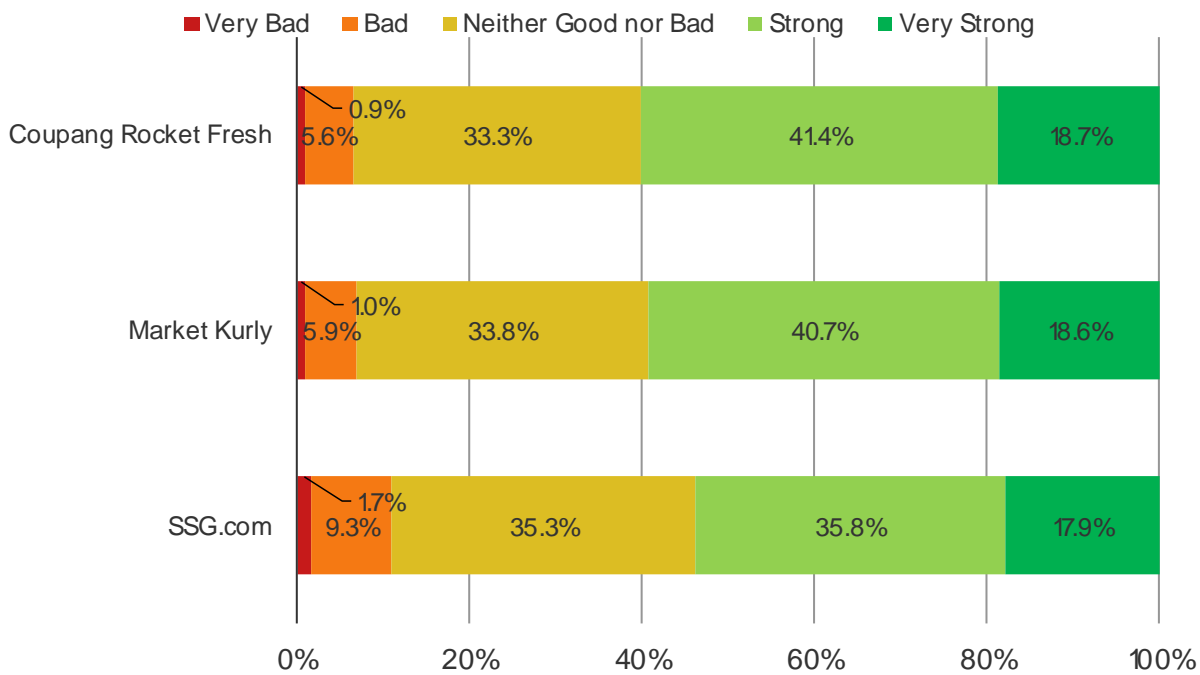


HOW DO YOU RATE THE CONVENIENCE THIS SERVICE OFFERS?

Posed to respondents who are currently using the following services.

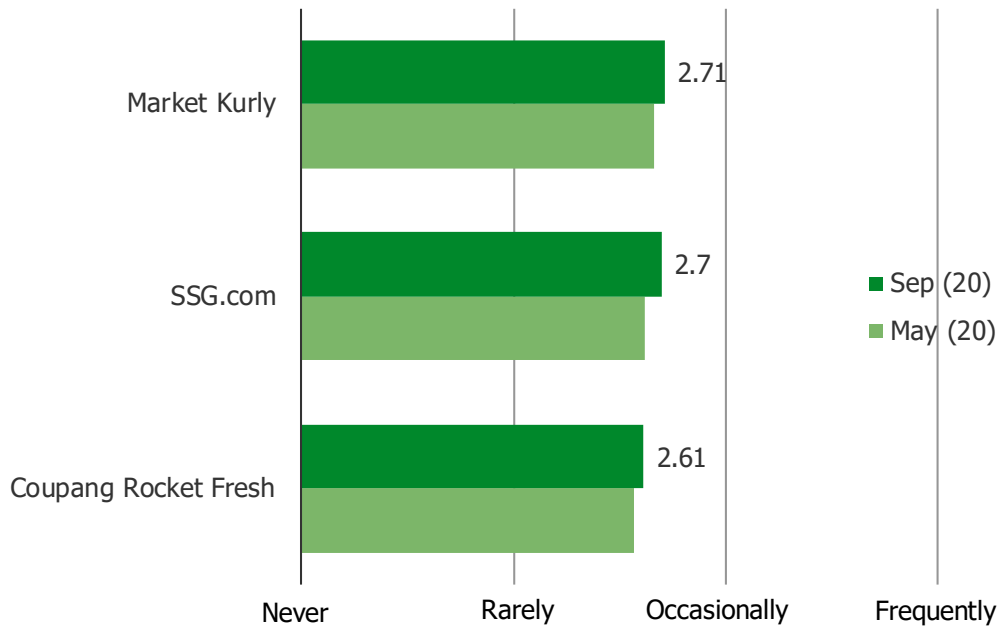


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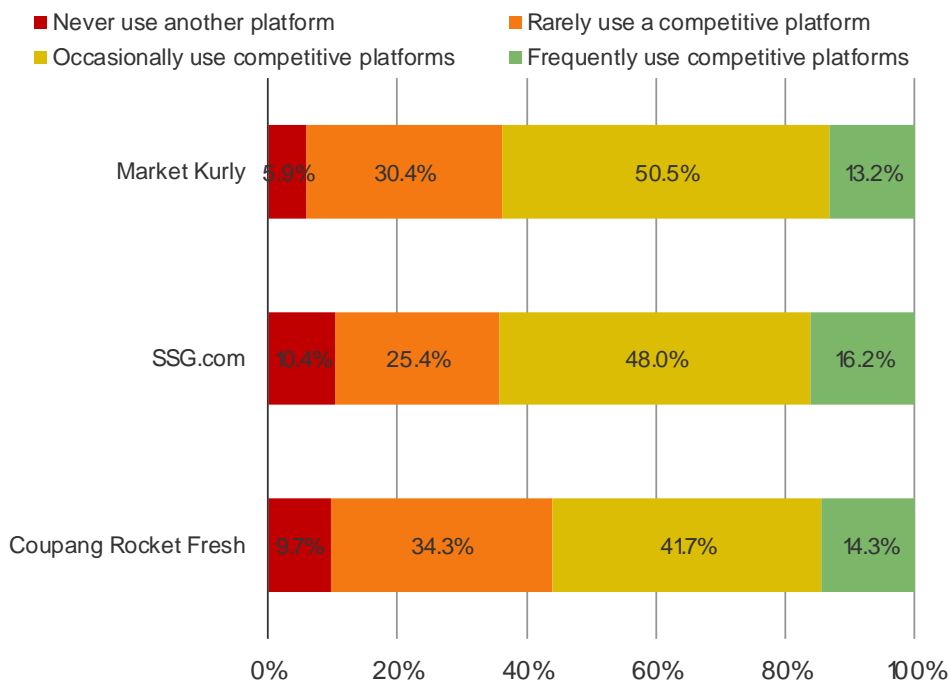


HOW OFTEN DO YOU ORDER FROM OTHER FOOD DELIVERY PLATFORMS?

Posed to respondents who are currently using the following services.

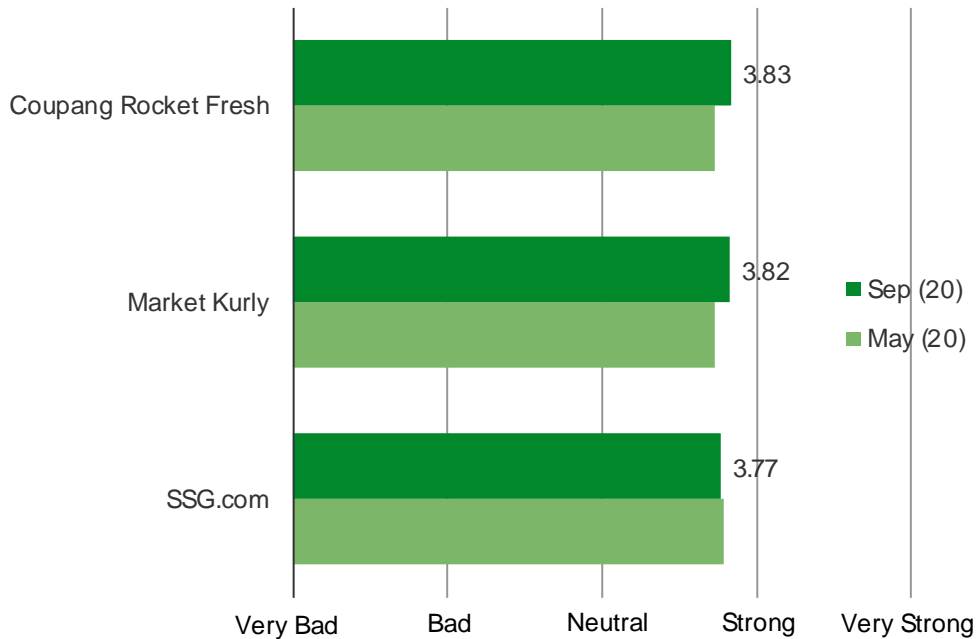


September Data Breakdown.

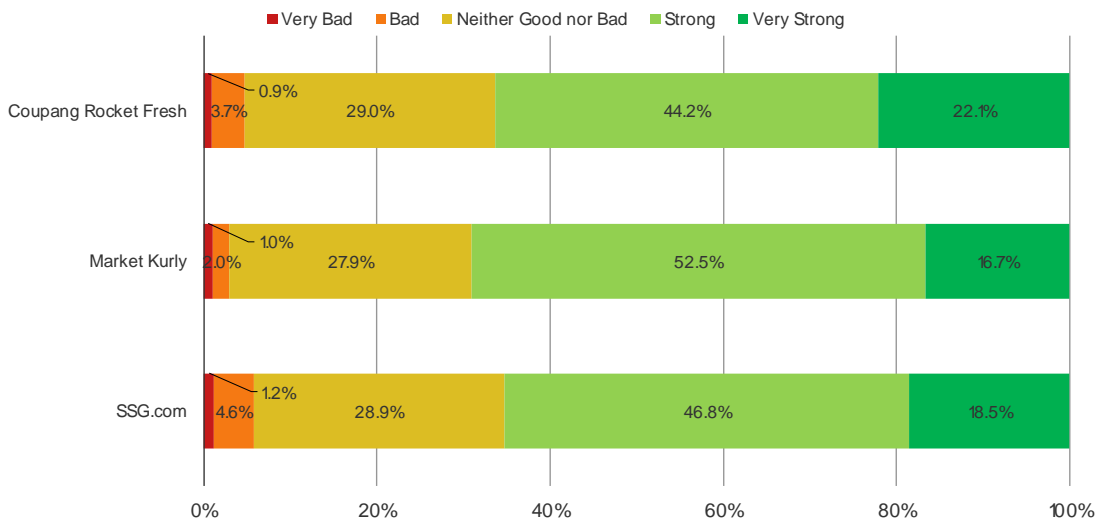


HOW DO YOU RATE THE OVERALL EXPERIENCE OF USING THIS PLATFORM?

Posed to respondents who are currently using the following services.

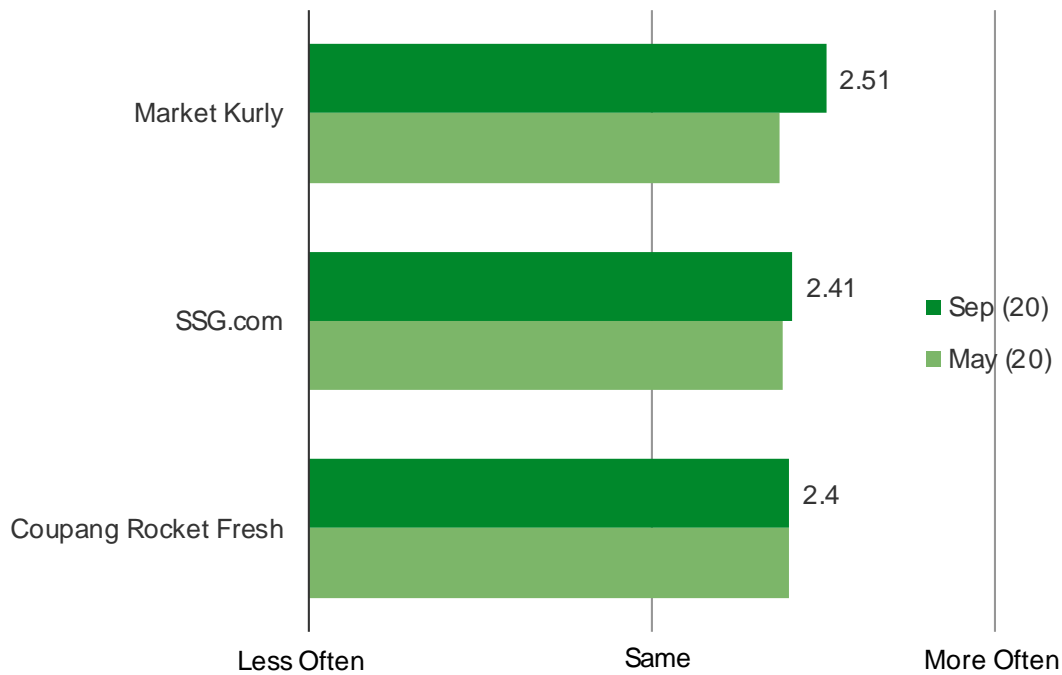


September Data Breakdown.

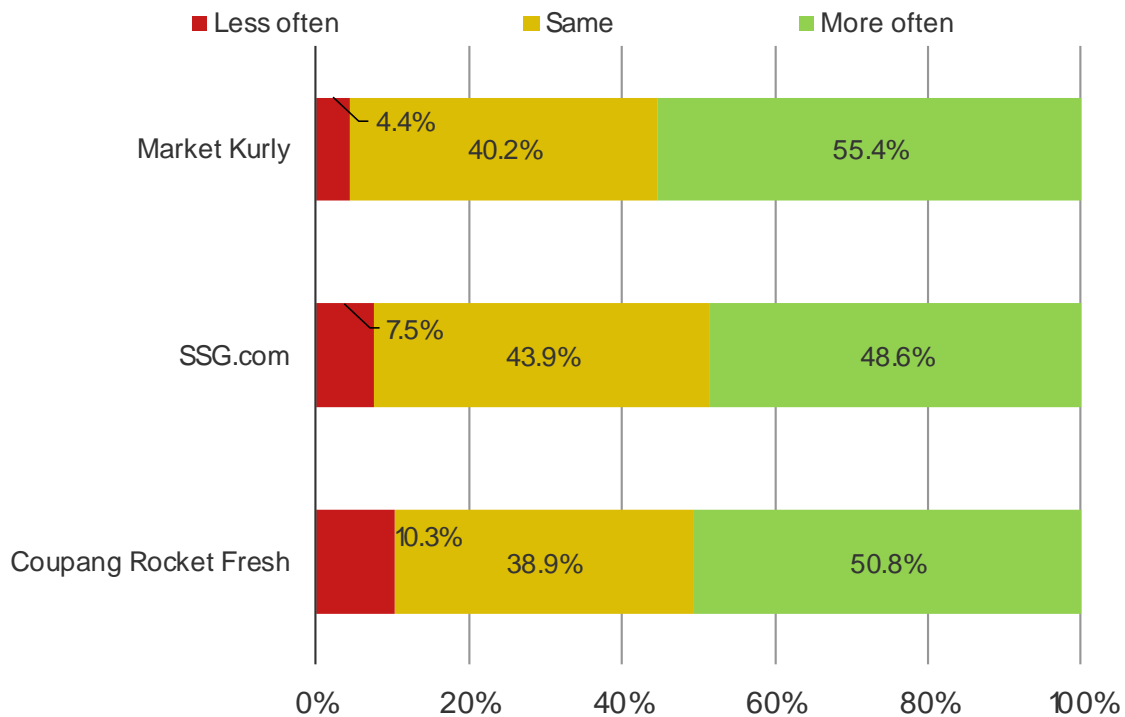


HAVE YOU USED THIS SERVICE MORE OR LESS OFTEN THAN USUAL BECAUSE OF CORONAVIRUS?

Posed to respondents who are currently using the following services.

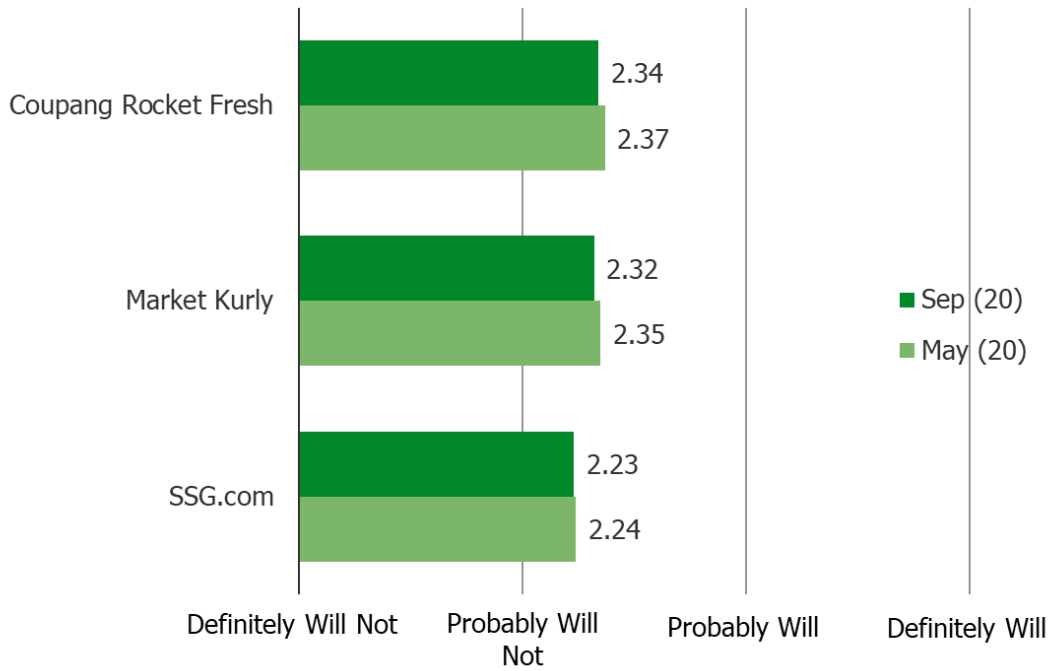


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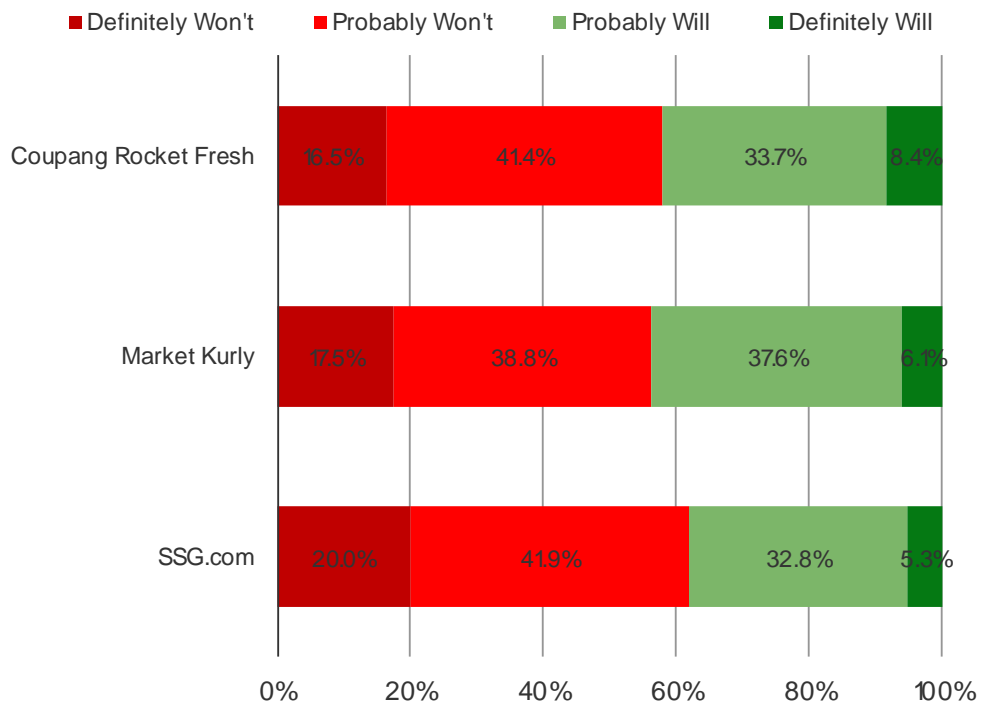


HOW LIKELY ARE YOU TO USE THIS PLATFORM IN THE COMING MONTHS?

Posed to respondents who get fresh food delivered to their home who do not use each of the following.



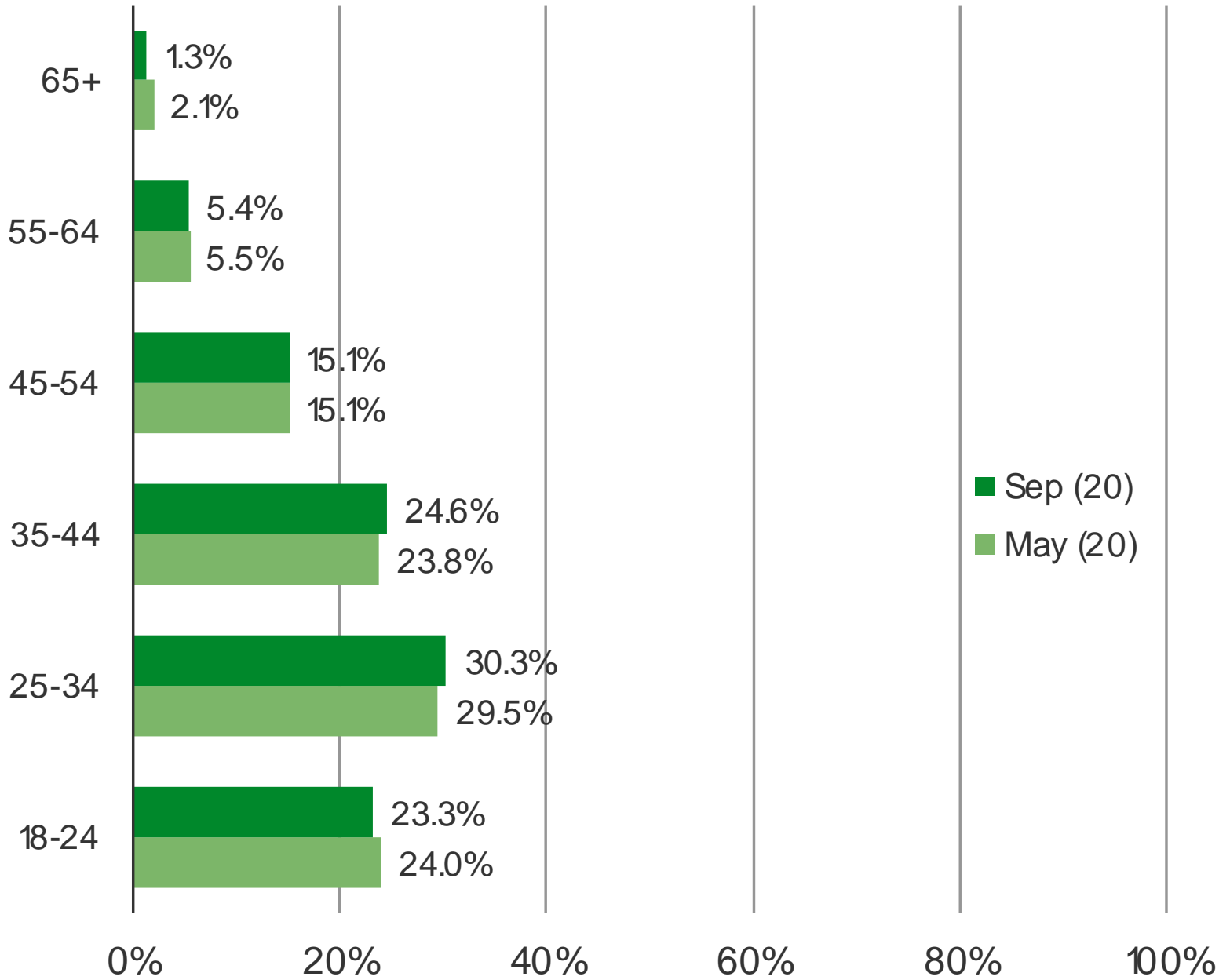
September Data Breakdown.



DEMOGRAPHICS

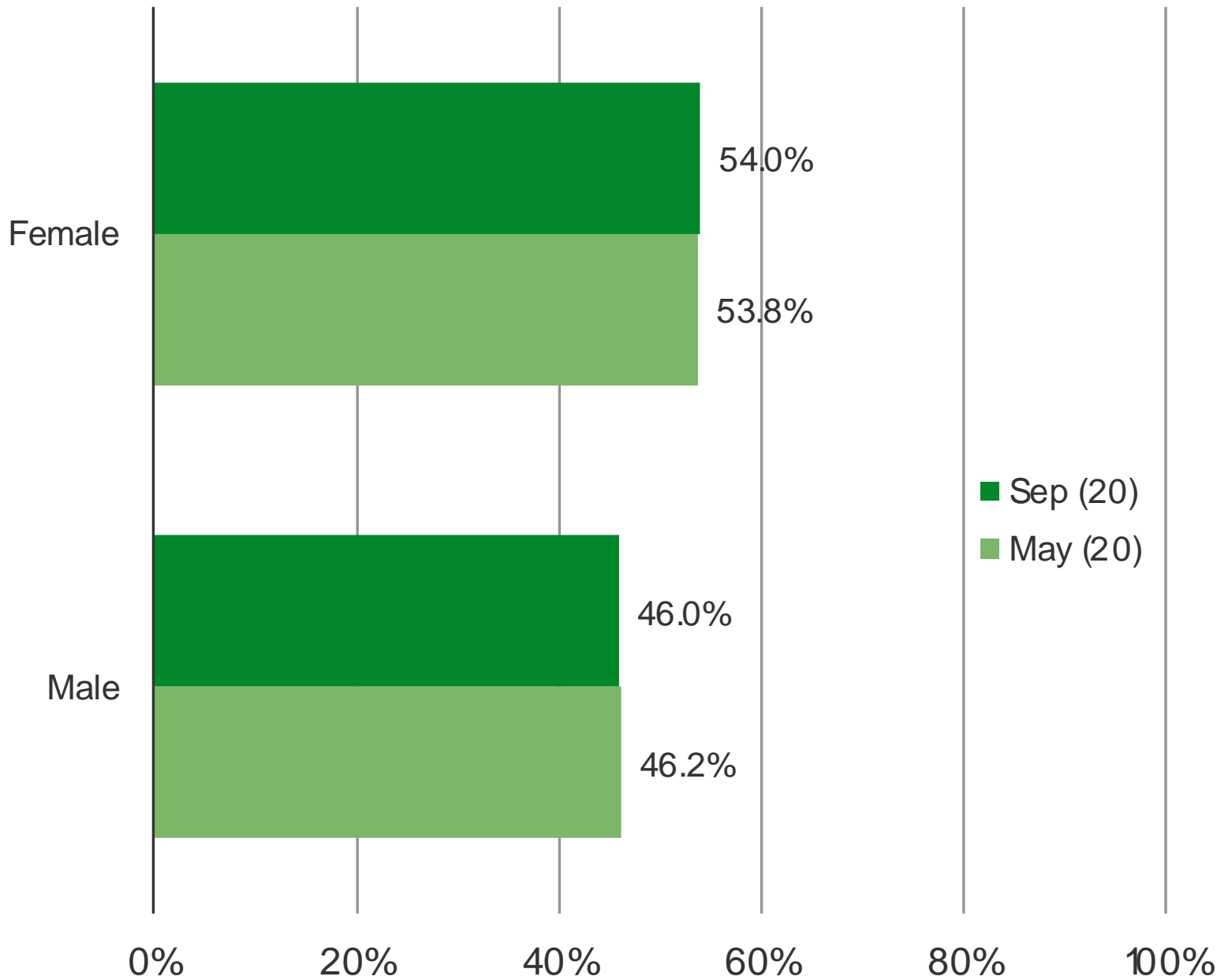
WHAT IS YOUR AGE?

Posed to all respondents



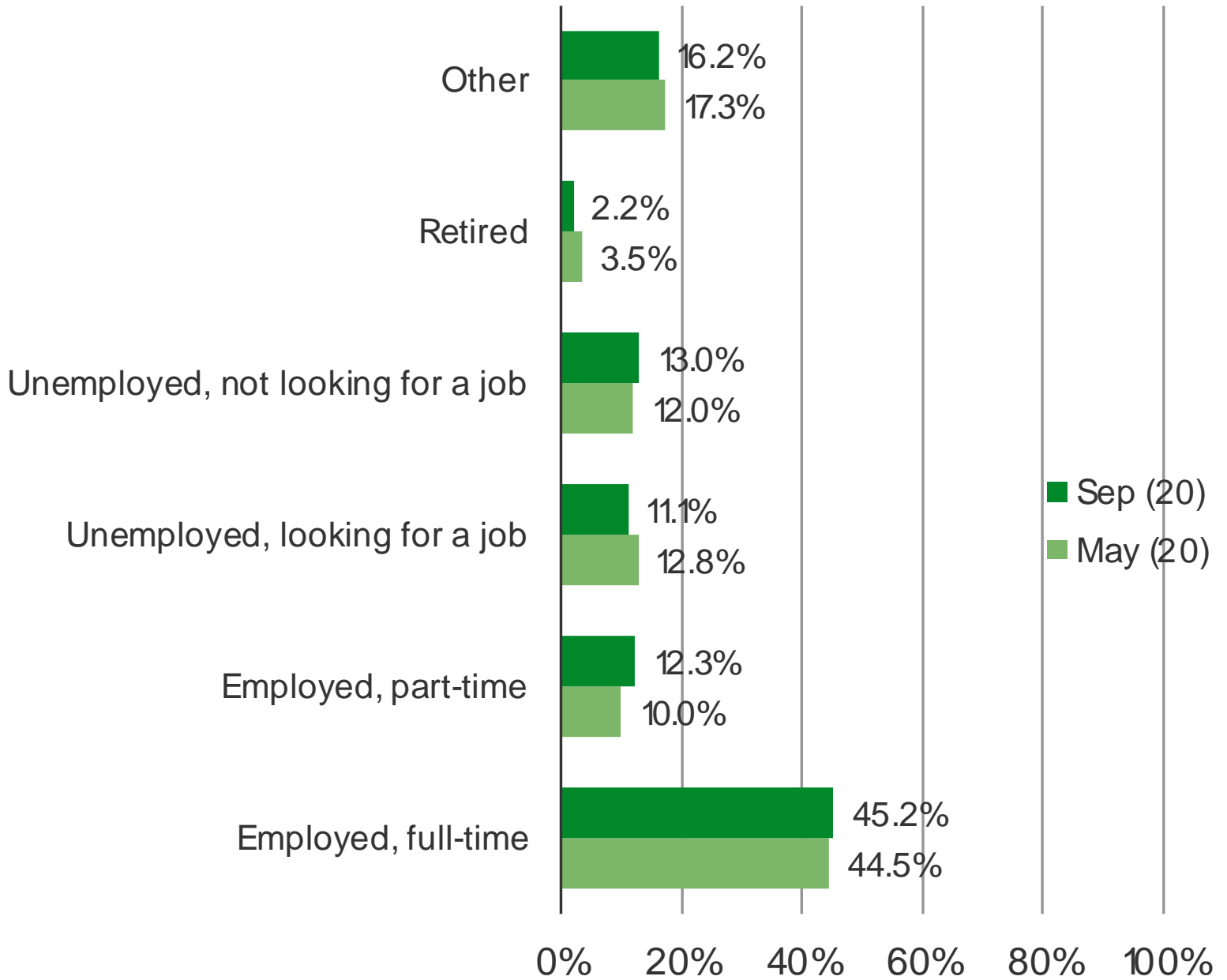
WHAT IS YOUR GENDER?

Posed to all respondents



WHAT IS YOUR EMPLOYMENT STATUS?

Posed to all respondents



HOW MUCH IS YOUR MONTHLY HOUSEHOLD INCOME?

Posed to all respondents

