E-Shopping Trends During and After the Pandemic

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Online grocery shopping

Before and during the pandemic
Online grocery shopping

Pre-pandemic
Online grocery shopping
During the pandemic

- Frequency during
  - 0 times a week: 80.7%
  - Once a week: 11.8%
  - 2 or 3 times a week: 5.8%
  - 4+ times a week: 1.7%

- Online shopping platforms
  - Amazon Fresh
  - Instacart
  - Shipt
  - Fresh Direct
  - Peapod

- Percent experienced
Online grocery shopping
During the pandemic

- Frequency during the pandemic:
  - 0 times a week: 80.7%
  - Once a week: 11.8%
  - 2 or 3 times a week: 5.8%
  - 4+ times a week: 1.7%

- # platforms used:
  - One platform: 71.4%
  - Two platforms: 18.3%
  - 3+ platforms: 10.3%
Online grocery shopping
The post-COVID Future
Online grocery shopping

Post-pandemic

- 79.1% Same frequency
- 15.6% More frequent
- 5.3% Less frequent
Online grocery shopping
Pre-pandemic versus post-pandemic

Freq. of online grocery shopping (pre-pandemic)

- Every day
- A few times/week
- A few times/month
- A few times/year
- Never

N=5,916
86.3%

N=710
51.3%

N=632
25.1%

N=299
18.6%

N=39
55.2%

Freq. of online grocery shopping (post-pandemic)

- Every day
- A few times/week
- A few times/month
- A few times/year
- Never

N=5,916
33.3%

N=710
20.4%

N=632
14.1%

N=299
59.9%

N=39
46.2%
Online grocery shopping

Pre-pandemic versus *post-pandemic*

<table>
<thead>
<tr>
<th>Reason for shopping more frequently</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>12.4%</td>
</tr>
<tr>
<td>Wider variety</td>
<td>20.2%</td>
</tr>
<tr>
<td>Avoid going to store</td>
<td>63.8%</td>
</tr>
<tr>
<td>Compare prices</td>
<td>42.2%</td>
</tr>
<tr>
<td>Shop 24/7</td>
<td></td>
</tr>
<tr>
<td>Carry groceries</td>
<td>30.0%</td>
</tr>
<tr>
<td>Stick to the list</td>
<td>30.0%</td>
</tr>
<tr>
<td>Save time</td>
<td>62.4%</td>
</tr>
</tbody>
</table>

- Online grocery shopping saw a significant increase post-pandemic, with the most common reasons being 'Avoid going to store', 'Save time', and 'Compare prices'.
Online grocery shopping
Pre-pandemic versus post-pandemic

- Do not want to pay for delivery: 35.5%
- Want immediate access: 34.3%
- Groceries will not be fresh: 29.5%
- Information online is not accurate: 29.5%
- Difficulty using the online shopping platform: 29.5%
- Not always get what ordered: 30.3%
- Cannot sample or inspect: 34.3%
- Privacy or security in online shopping: 14.7%
- Other: 9.9%
Key takeaways

- Expected growth in online shopping for groceries: *considerable* but …
- Underlying heterogeneity:
  - Habits prior to COVID-19 pandemic
  - Perceptions
- Those who expect to increase like not having to go to store and saving time
- Delivery cost and time, & info. Inaccuracy are more concerning
Learn More At
covidfuture.org
Thank you!

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