



Where Consumers Shop for Packaged Food

January 2021

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INTRODUCTION

Scope

Key findings

INDUSTRY SNAPSHOT

Packaged food soars in 2020 due to shifting eating occasions

Convenience is key consideration when shopping food for home cooking

Shifting eating occasions drive packaged food to positive growth

CHANNEL SHIFTS

Shifting eating occasions lead to healthy growth in both channels

Surge in e-commerce across all categories, Asia leads the trend

Surge in online sales of snacks during COVID-19 pandemic

STORE-BASED CHANNELS

Preferences for larger pack size affect store-based grocery retailing

Value for money helps discounters shine during the pandemic

Food specialists less important in developing regions

Stockpiling benefits sales at modern grocery retailers

Convenience-focused retailers lose share during lockdowns

Private label in ready meals and staples focuses on easy cooking trends

Channel shifts and value for money help private label thrive in 2020

NON-STORE CHANNELS

E-commerce becomes de facto option during lockdowns in 2020

Contactless distribution becomes core strategy in pandemic

Food e-commerce soars as the most feasible option during the pandemic

LATAM e-commerce growth soars with quick response to lockdowns

Alibaba company leads e-commerce, Amazon has stronger brand power

FUTURE DEVELOPMENTS

As the pandemic subsides, consumers will return to dining out in 2021

Contactless purchasing habits in packaged food will continue

Key takeaways

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