

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

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WHERE CONSUMERS SHOP: VALUE > SPECIALITY

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Economic downturn hinders performance of specialists

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

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Apps offer convenience while...

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