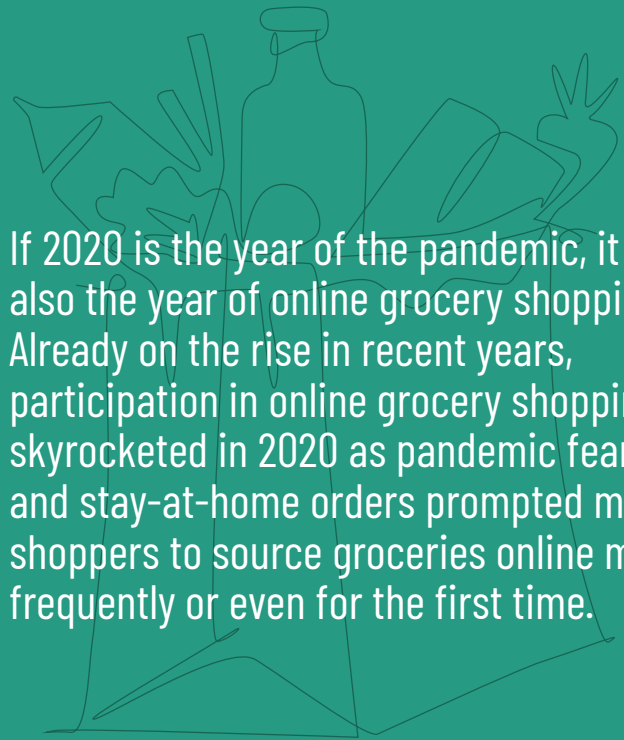


# The Rise of Online Grocery During COVID-19



If 2020 is the year of the pandemic, it is also the year of online grocery shopping: Already on the rise in recent years, participation in online grocery shopping skyrocketed in 2020 as pandemic fears and stay-at-home orders prompted many shoppers to source groceries online more frequently or even for the first time.

Source: *Food Sourcing in America July/August 2020*, The Hartman Group Inc.

56%

**bought groceries online in the past 30 days\***

27%

**now shop online for groceries more than before COVID-19**

14%

**shopped online for groceries for the very first time during COVID-19**



\*Among U.S. shoppers, non-trended audience (18-74 years old) data from July/August 2020