

# COVID-19: The Impact on Consumer Food Purchases



**Growth rate** of packaged foods in 2020 (week ending 3/23/20) compared to the 2019 weekly average:



Source: Nielsen, April 2020



**Grocery** is an e-commerce sales leader with an increase of

**+133%**

Source: Nielsen, Week Ending March 22, 2020

Restricted living drives category specific e-commerce.



Compared to last year, **baking mixes** have experienced an e-commerce dollar percentage growth of

**+489%**

Source: Nielsen, April 2020

Since the coronavirus outbreak began, people reported purchasing more foods in categories that offer **comfort** and **extended shelf life**.

FROZEN OR FRESH MEAT **+41%**



Purchases for ages 50-64 increased in this category

SNACK ITEMS **+37%**



Consumers ages 18-34 purchased more snack items

PREPARED MEALS **+28%**

PACKAGED BREAD **+24%**



Older consumers (50+ years old) purchased more packaged bread

SANDWICH MEAT **+21%**

Source: Corbion Proprietary Research