

FOOD RETAIL MARKET AND CONSUMER TRENDS (2020)

Food safety impacts in America



1 in 6 Americans contract foodborne illnesses each year; 3,000 die.¹

The costs of foodborne illness outbreaks



A retailer could incur costs between **\$4,000** and **\$2.5 million** for a single outbreak.²

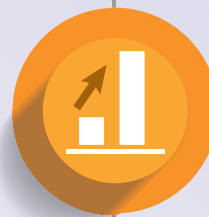
Acceleration of e-commerce food retail growth



More than 50% of shoppers purchase groceries online; **20%** made their first online grocery purchase because of COVID-19.³



Consumers ordering food online nearly quadrupled from **11% to 41%** between March 1 and March 22.⁴



Click-and-collect accounted for **77%** of food/beverage online purchases during lockdowns.⁵



Home delivery and in-store pickup grocery sales **increased 37%** in April.⁶



67% of click-and-collect customers plan to continue using the service post-pandemic.⁷

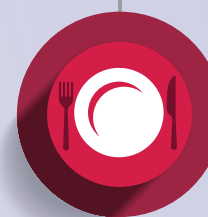
Consumers demand fresh product



Groceries/supermarkets command **64%** of all fresh sales.⁸



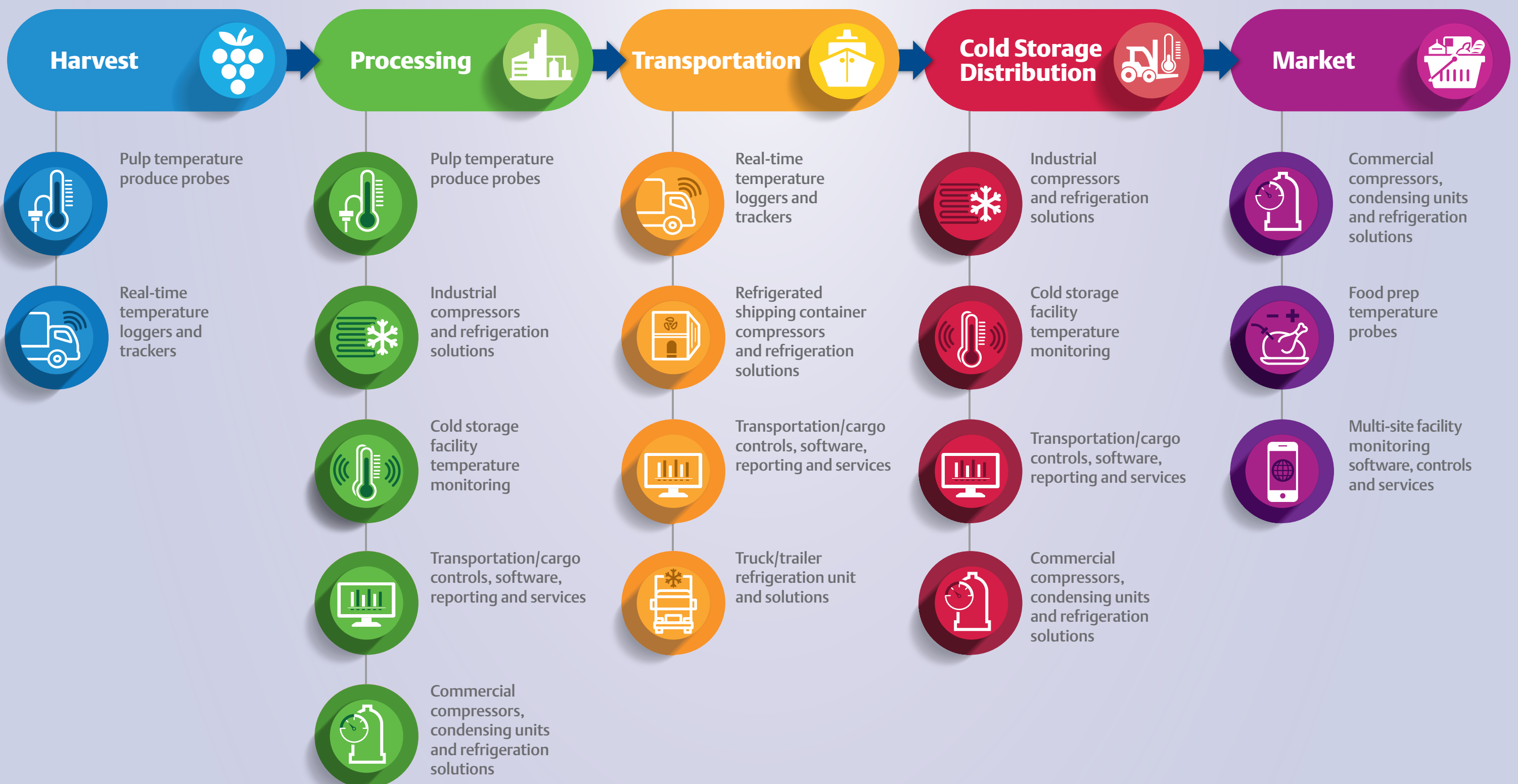
Sales of fresh vegetables were **24%** above 2019 levels for the week ending May 3.⁹



62% say they sometimes consider purchasing grocery deli-prepared food.¹⁰



EMERSON COLD CHAIN SOLUTIONS



Sources
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