

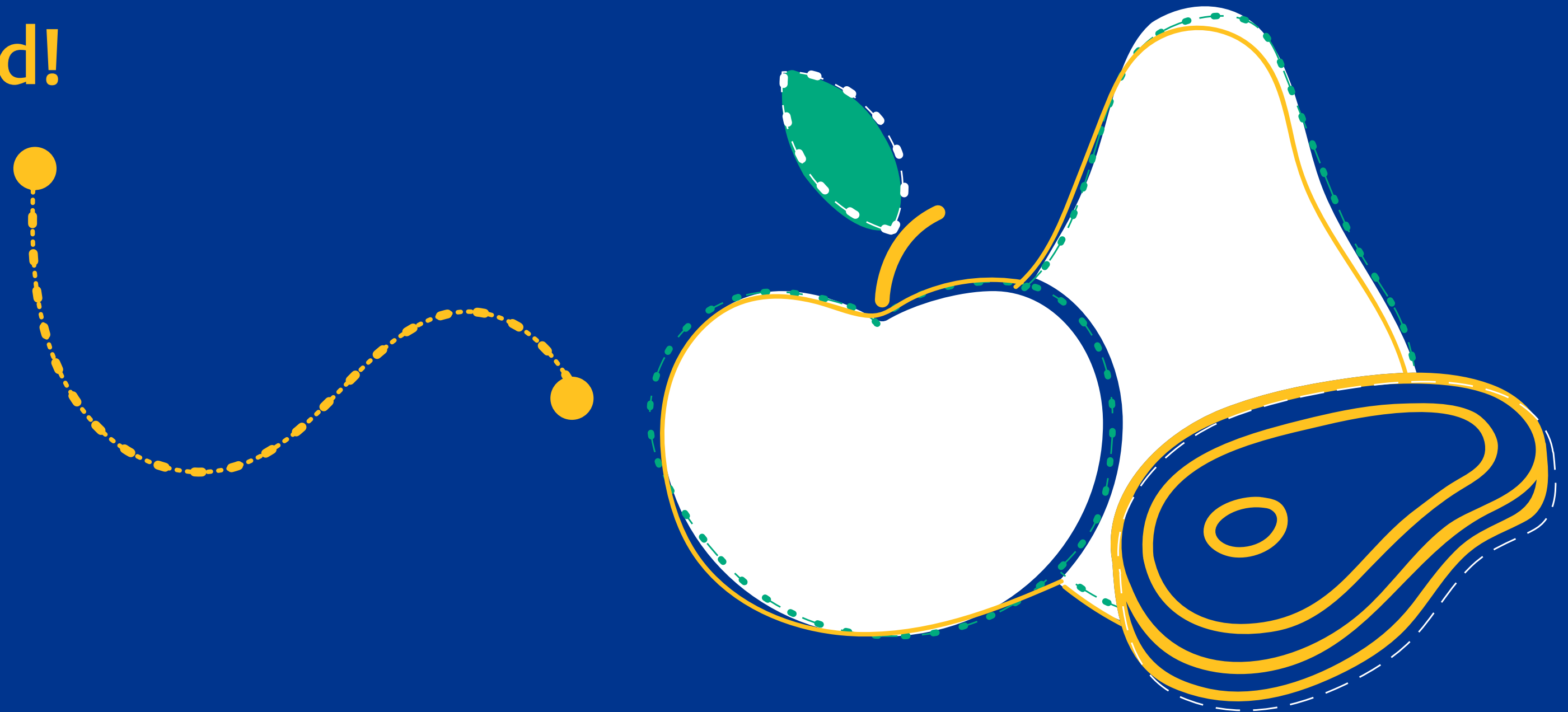
Cold Chain

Consumer Survey during Covid-19

July 2020

During times of uncertainty, and as the world goes through a global crisis due to the unprecedented pandemic, Covid-19 has imposed so many restrictions and has forced us to change our ways in many different aspects.

One of the major rising concerns has been... **food!**

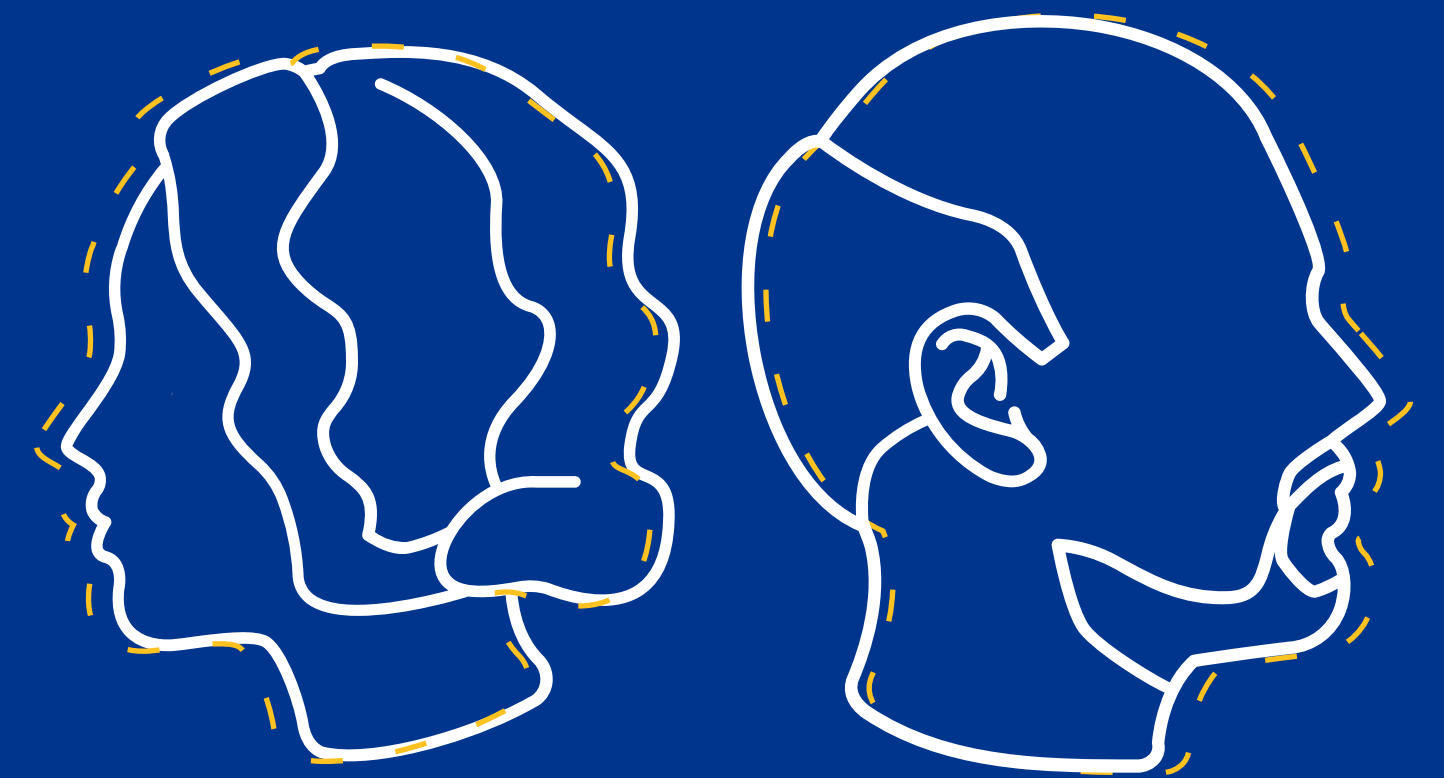


We wanted to better understand **what people look for** when they shop for food, so we surveyed 604 people from different parts of the world; specifically Asia and Australia.

The survey covered:



Age group
20-40
and
41-60



We have picked **10 main factors** that determined what our cross-section looked for when it's about **food brought home and served to their families**.

Here's how people reacted and ranked them overall, from highest to lowest:



**Main factors
when purchasing
food during
Covid-19
pandemic**

**The most important
factors chosen**

1. Quality and freshness are guaranteed
2. Clean environment to ensure good food hygiene
3. Food source is more credible
4. Availability of food when needed
5. Perishable goods are well refrigerated during transportation

**The least important
factors chosen**

6. Closer to my home
7. Provides delivery service
8. Provides better customer service
9. Offers a lot more choices
10. Have longer store hours

People during the pandemic were no longer concerned with having more choices, or even traveling longer distances, as long as they knew where their food is coming from, are sure that it's fresh, and that there will be no food shortages.

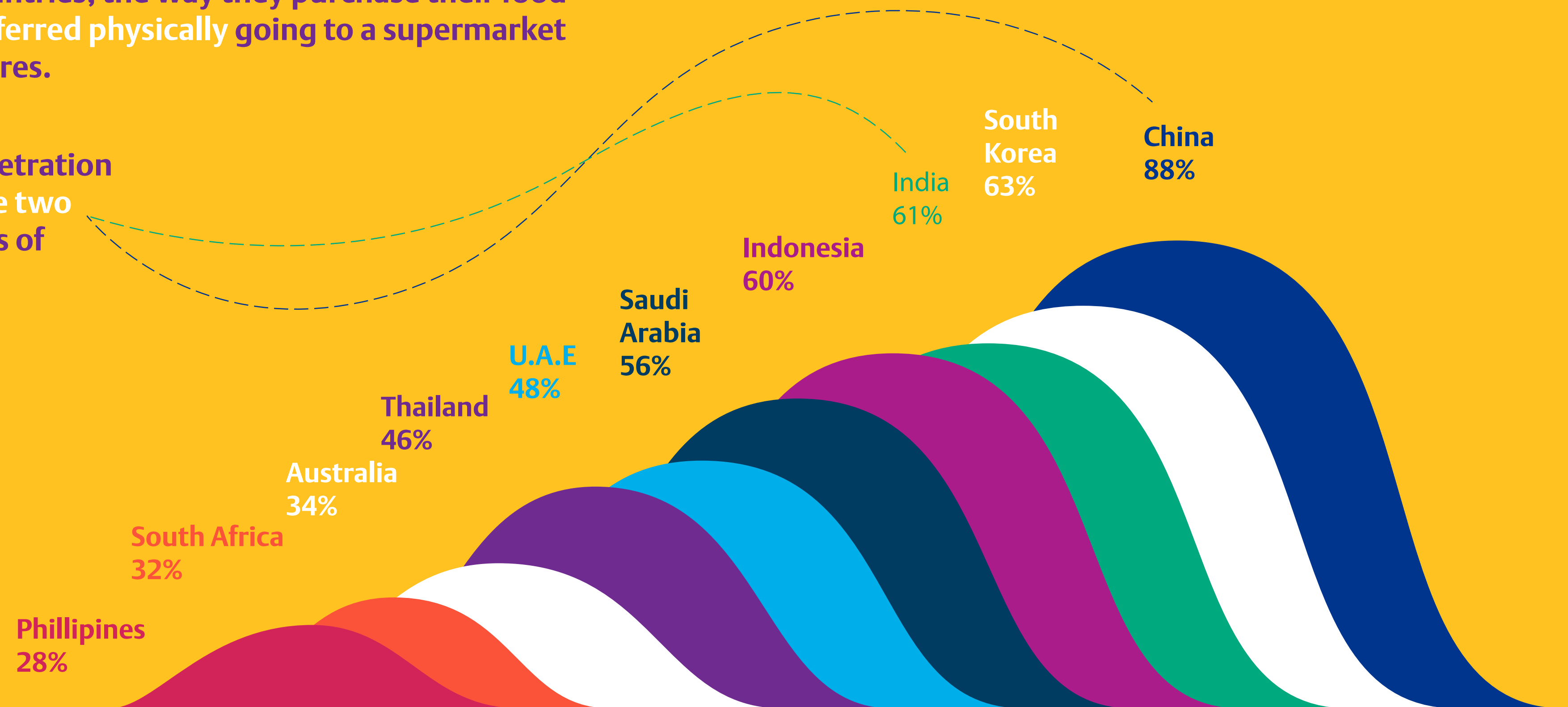
Buying patterns naturally keep changing with time; the causes could be internet connectivity and penetration in a specific country, technology advancements, government regulations, etc.

Consumers in SEA (Southeast Asia) make dramatic shifts to online shopping during Covid-19, and the trends are likely to continue in future. Online shopping sales increased 30% from March to June 2020 across the region.

Even though the UAE, Saudi Arabia and Australia have one of the highest internet penetration among the rest of the countries, the way they purchase their food has not been influenced, they still preferred physically going to a supermarket while maintaining strict safety measures.

And despite the fact that internet penetration is lowest among China and India, these two countries have topped the list in terms of online shopping for food.

Countries who prefer to order online during the pandemic:



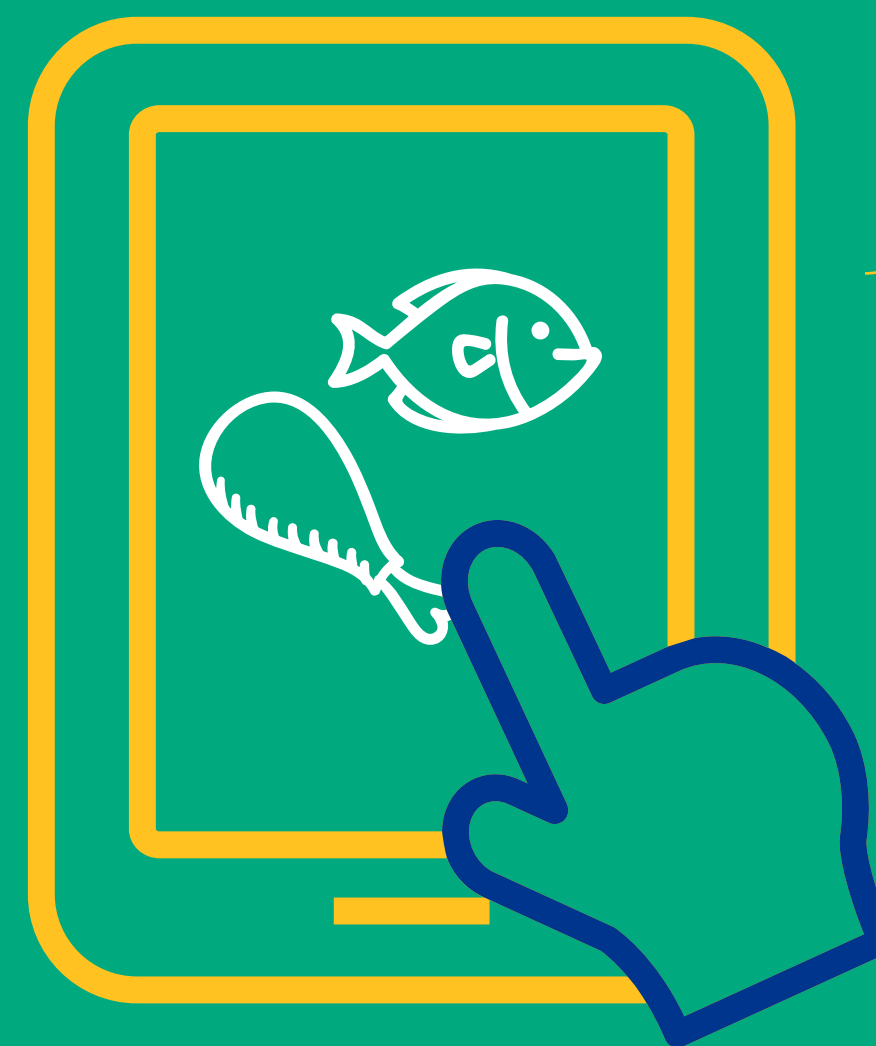
Shopping Behaviour

by country

As restrictions ease in some parts of the world, we asked how buying patterns would change; if people will still prefer to buy online or physically go to the shop.

72%

Of total respondents said they would like to go out to buy their fresh food.



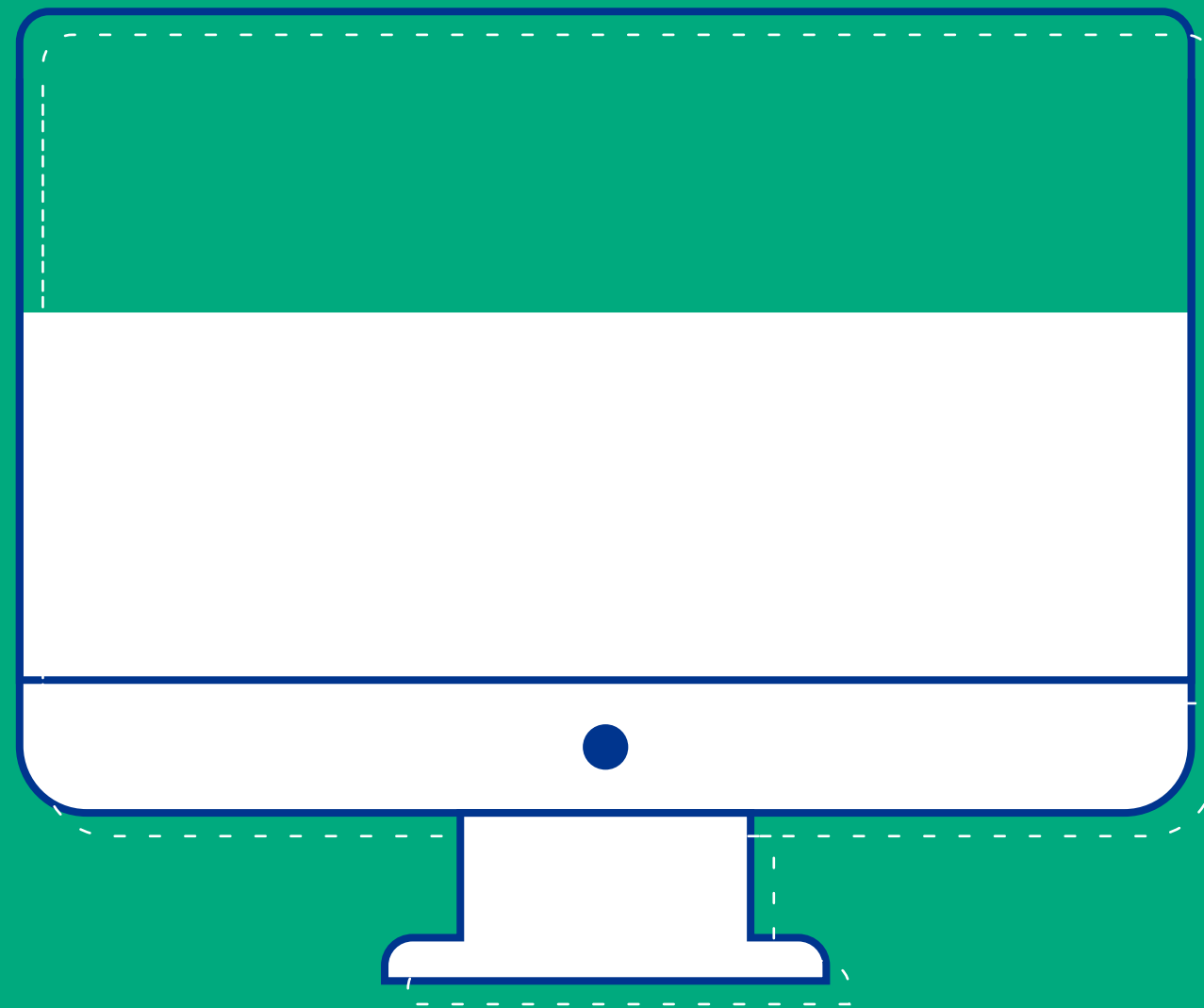
28%

Will still buy online despite the ease of restrictions.

Over 50% of respondents from  India and  China still want to buy online.

Shopping Behaviour

by age group



20 - 40 year olds
prefer to buy online



41 -60 year olds prefer to buy
food visiting the supermarket

Dining Preferences

Prefer to
dine in



South Africa



India



Philippines



Australia

Prefer to
dine out



South Korea



China



Thailand



UAE

Tendency to dine out

47% of the surveyed people choose to dine in.

56% of respondents aged 20-40 years old have the tendency to dine out.



The Covid-19 pandemic has imposed a new set of safety measures around the world.

Personal Protection Equipment (PPE) is now required by law in most countries, and governments are imposing fines and strict measures on those who are not adhering to these regulations.

Here's what the respondents thought was most important to them:

86%
Proper social distancing
& wearing facemasks and gloves

81%
Proper handwashing



77%
Regular cleaning
and sterilization

62%
Measuring temperature
of workers and consumers

41%
Labeling with
safety notice

We asked: Do you think supermarkets have improved their methods and standards to adapt to the current situation to ensure food safety and quality are maintained?

82% YES

18% NO



It is without doubt that the pandemic has changed the way we do things, the way we assess our decisions and the way we look for information.

Clearly, food happens to be at the heart of all concerns.



81% of respondents are paying high attention to how the food is kept at safe temperatures all through out the supply chain.

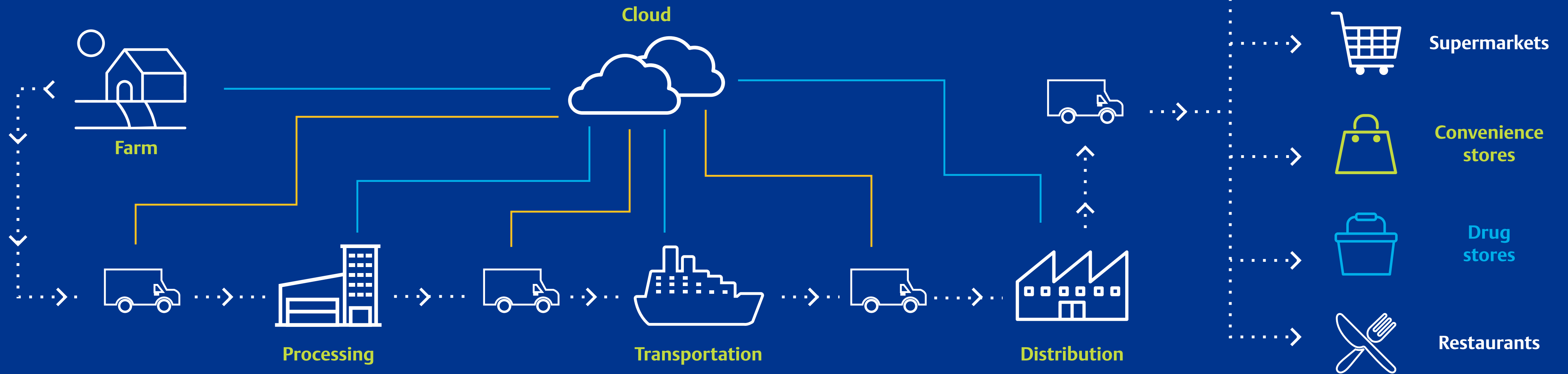
84%
Males



79%
Females



Gaining visibility is vital to the existence and integrity of any organization, and this can be achieved with IoT monitoring and tracking infrastructures.



What we look for in preserving food quality:

Temperature



Humidity



CO2 levels



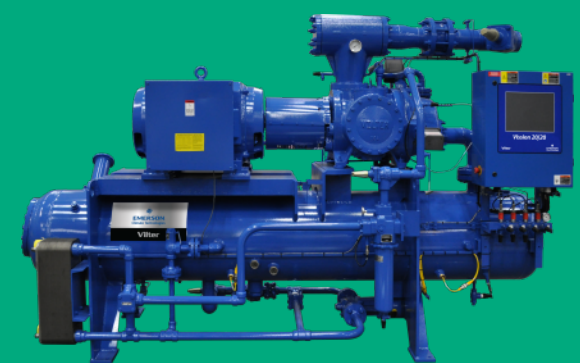
Lighting



Maintain end-to-end cold chain integrity **from farm to fork**

Perishable food products may be subject to as many as **20 to 30 steps** and multiple changes of ownership before it reaches its final destination and this is why it is so crucial **to monitor and maintain proper temperatures** throughout its journey.

Emerson's facility controls, cargo tracking and monitoring solutions along with our Copeland compressor innovations **deliver efficient performance** and the end-to-end insights you need to ensure food safety and integrity throughout the cold chain.



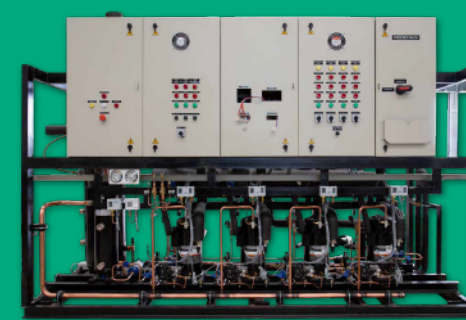
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