

## Forget The Long Lines - Buy Groceries Online- A discussion on Grocery Shopping behaviour and the Covid-19 pandemic.

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The above statement is now common to many of us since the onset of the Covid-19 pandemic. Is it a statement that persons agree with? Are more persons now practicing this? Are persons convinced by the statement?

Much of the material suggests that the formerly niche online grocery shopping has now gained momentum amidst the COVID-19 Outbreak and has now been catapulted to the forefront. Amid the COVID-19 crisis, the global market for Online Grocery estimated at US\$198.5 Billion in the year 2020, is projected to reach a revised size of US\$550.7 Billion by 2027, growing at a CAGR of 15.7% over the period 2020-2027.

We are now seeing then that the novel coronavirus related lockdown has ushered in a plenty of changes in consumer behavior. The question is, will the current changes that we see still prevail after the pandemic fades? As a result of the pandemic. many shoppers have tried online grocery shopping for the first time. Some of the experts are of the view that consumers are unlikely to give up on this novel practice anytime soon.

What of the local landscape? Is this a bandwagon that Jamaicans have jumped on?

Companies such as Cool Oasis, and many of the local supermarkets such as Sampars, Sovereign and Hi-Lo Food Stores to name a few



have embarked on strategies to entice shoppers to use an online platform to order their groceries. Have they found success? Has it improved since the onset of the Covid-19 pandemic?

A recent survey done by **Caribsearch** in September 2020 shows that among respondents, prior to Covid-19, there was very little uptake for the option to purchase groceries using an online platform as the graph below shows that only 2% of participants said yes to shopping for groceries using an online method.



With the onset of Covid-19, these respondents did increase the online grocery purchases as the graph below shows moving to 9% saying since COVID-19, they have been using an online platform for their grocery shopping.



The question remains however, first is this uptake significant and secondly, is it sustainable post Covid-19? Only time will tell so this is definitely an area that we will continue to monitor and report on as time goes by.

Feel free to share your thoughts on this. Visit our website@ [www.caribsearchgroup.com](http://www.caribsearchgroup.com) and share your views via any of our social media platforms.