

# FINDING THE NEW NORMAL

Spending more time at home affected the food we buy and how we buy it — and will for months to come, according to our April survey of more than 2,000 U.S. adults.

## Changing habits

Before the pandemic, adults shopped at multiple grocery stores, searching for the best price and selection. Online grocery shopping had just begun to catch on. Shopping habits seemed to change overnight.



	2018	2021
Shop at a single store nearly all the time	28%	37%
Have a couple of preferred stores	65%	53%
Shop at a number of stores	6%	9%
Only shop online for groceries	—	1%

\*Totals do not add to 100% due to rounding

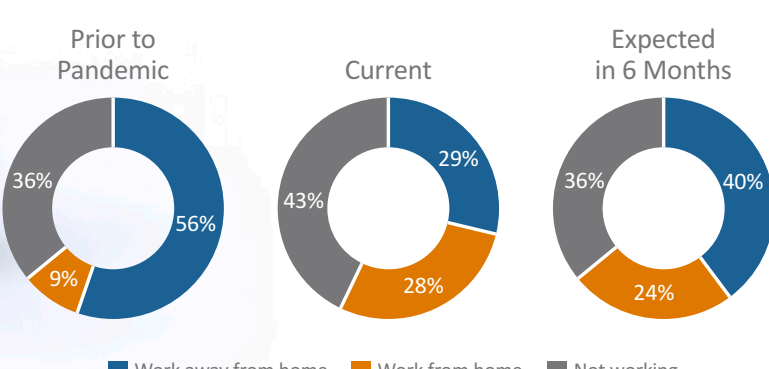


## Shifting workplace environment



To keep workers safe, many businesses asked associates to work from home. Prior to the pandemic, **56%** said they worked away from home, now only **29%** do.

Some expect to return to an away-from-home workplace in the next six months, but the workplace makeup will be different. Only **4 in 10** expect to work away from home, while **24%** expect to work from home (up from **9%** pre-pandemic).



## 3 in 4

of those working from home (WFH) are new to this work location. This changed environment impacted several behaviors— from dining out to buying office supplies. These new WFH workers spend more on groceries, have altered their shopping list, buy online and order takeout.

## Working-from-home workers

Things new WFH workers do less often:

- Dine out for breakfast
- Dine out for lunch
- Dine out for dinner
- Eat on-the-go meals
- Eat on-the-go snacks
- Buy groceries in-store

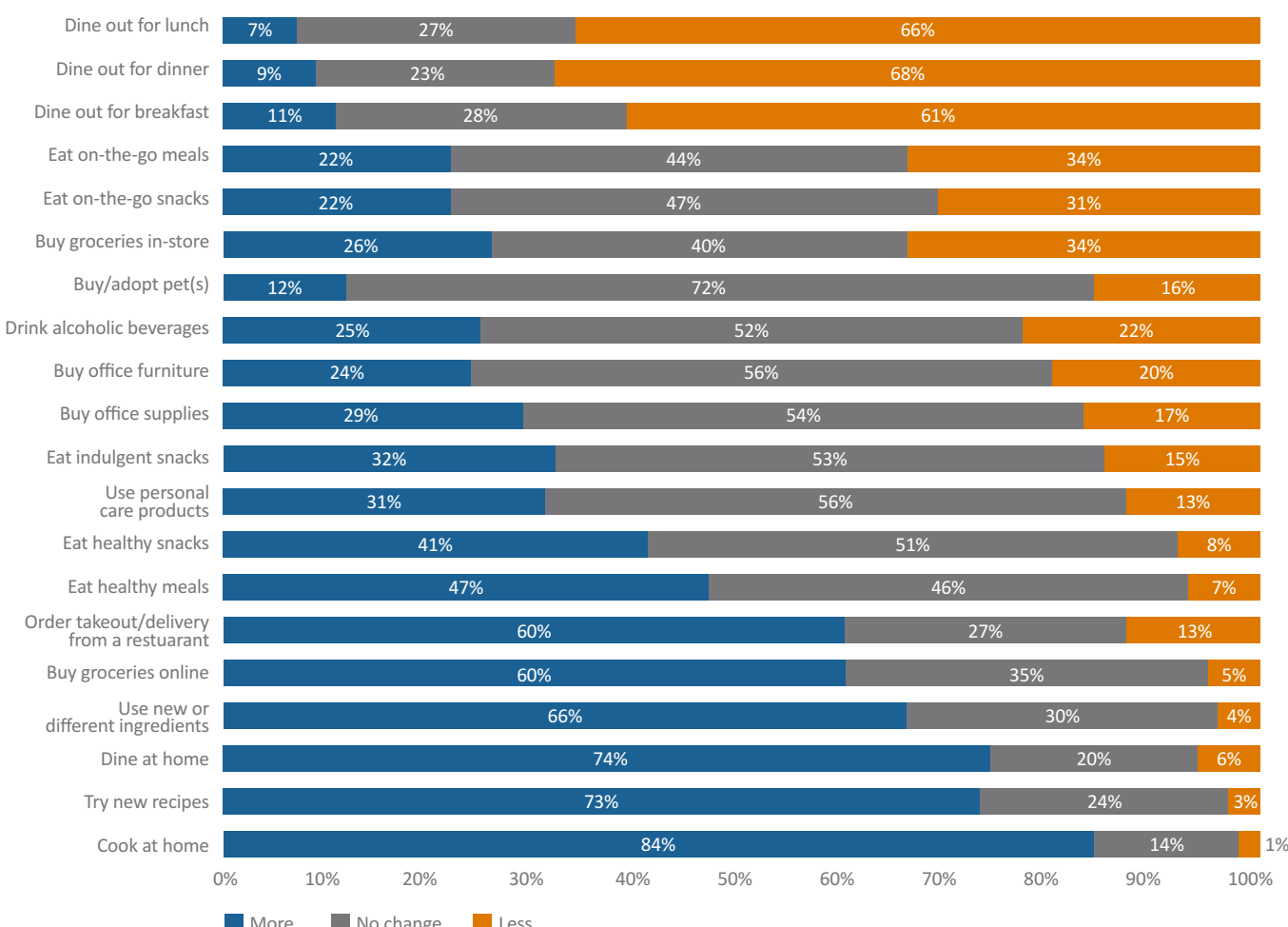
Things new WFH workers do more often:

- Cook at home
- Try new recipes
- Dine at home
- Use new or different ingredients
- Buy groceries online
- Order takeout/delivery from a restaurant



- Eat healthy meals
- Eat healthy snacks
- Use personal care products (makeup, shampoo, toothpaste, lotions, deodorant, etc.)
- Eat indulgent snacks
- Buy office supplies

## Changes in behavior as a result of working from home



## Looking ahead 3 months

As restrictions lift and the worst of the pandemic draws to a close, shoppers are feeling more financially optimistic.

Compared to their *pre-pandemic finances*:

**38%** expect finances to improve (up from 27% in May 2020)

**47%** expect no change (vs. 43%)

**15%** expect finances to worsen (vs. 30%)

Shoppers will increase:

- Grocery spending
- Buying better-quality items
- Buying more environmentally friendly products

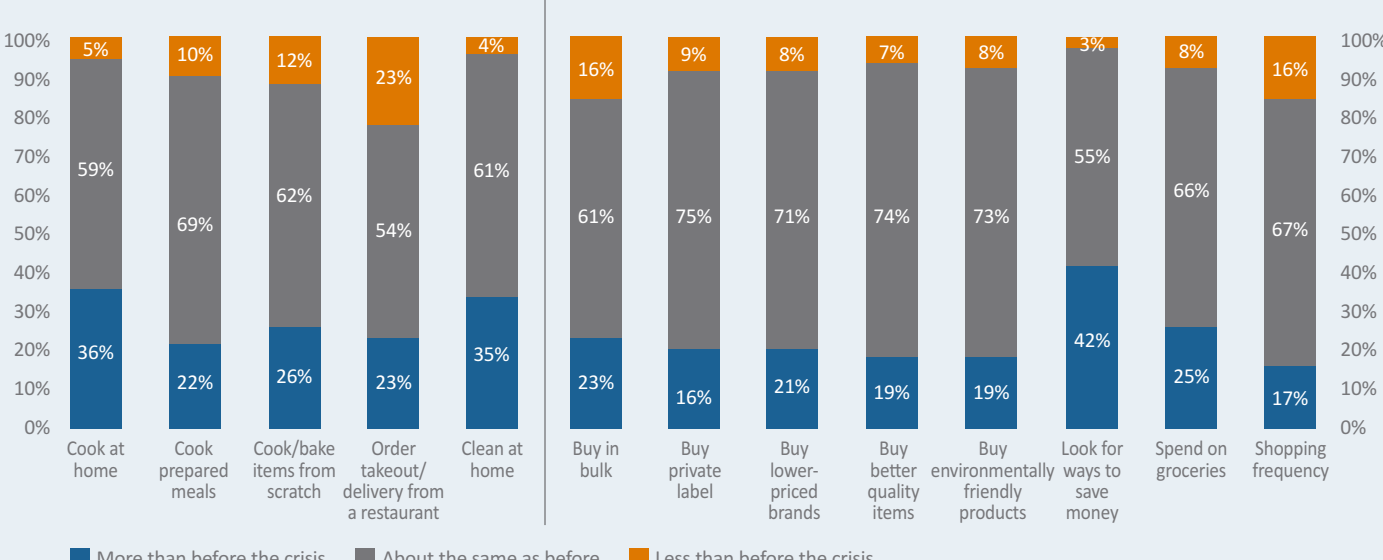


Even with more hopefulness, **42%** will look for more ways to save money. More shoppers will buy low-price brands, bulk products and private-label store brands than before the pandemic.

They'll return to pre-pandemic behaviors for:

- Ordering takeout/delivery from a restaurant
- Shopping frequency

The pandemic modified shopper behavior, increasing home cooking and concerns about money. Comparing behavior in the next three months to life before the pandemic, most adults expect to continue many of their changed behaviors. Finding a new normal will take time.



Compared to *pre-pandemic* behavior, adults will do these more:

-  Cook at home
-  Cook/bake items from scratch
-  Clean at home
-  Cook prepared meals
-  Look for ways to save money