

How Covid has impacted consumer behaviour & purchase patterns in Grocery



Sample Size
1066

Cities Covered

Delhi, Mumbai, Kolkata, Bangalore, Hyderabad
*8% of internet users

PROFILE OF RESPONDENT



59%



41%

52% graduate/
post-graduate



INCOME GROUP

Above 20 Lakh **8%**

15 - 20 Lakh **9%**

10 - 15 Lakh **19%**

5 - 10 Lakh **35%**

Less than 5 Lakh **29%**

THE LOCKDOWN EFFECT



CONSUMER PREFERENCE

Product preference shifted from regular to available brands **44%**

Allocated fixed grocery purchase time **43%**

Shifted from branded to unbranded goods **26%**



POSITIVE IMPACT

More family time - **80%**

More savings - **53%**

Pollution free environment- **77%**

Reduction in smoking & drinking- **41%**

More entertainment time - **53%**

Pursuing online courses **34%**

MAJOR AREAS OF CONSUMER CONCERN



Financial
85%



Daily Essentials
83%



Health
75%



Family
74%



Travel
64%



Education
50%



Entertainment
38%

THE LOCKDOWN RESPONSE



ALTERED PERSPECTIVE

64% Unable to find normally preferred products in local shops

61% Prices are high

58% Fear of infection at store

ALTERED PURCHASE PATTERNS

Shifts in consumer behaviour with respect to grocery shopping

Online orders - **42%**

Local shop visits - **16%**

Departmental store visitors - **14%**

Branded shop visits - **3%**

Avoid places of large gatherings- **9%**