

# COVID-19 Consumer Survey: Grocery Delivery

To better understand the consumer perspective during the COVID-19 pandemic, Blue Yonder surveyed more than 1,000 U.S. consumers between April 17-18, 2020, on their grocery delivery experiences.

## Growing Popularity for Grocery Delivery



38% have attempted to have their groceries delivered during the COVID-19 crisis



Up from only 24% consumers who claimed to have ever used it in 2019<sup>1</sup>

68%

successfully had their groceries delivered

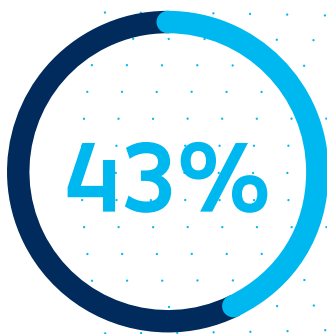
43%

were satisfied or very satisfied with their grocery delivery experience

39%

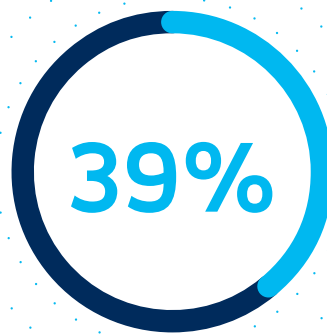
are likely or very likely to use grocery delivery services in the future

## Top Three Delivery Services



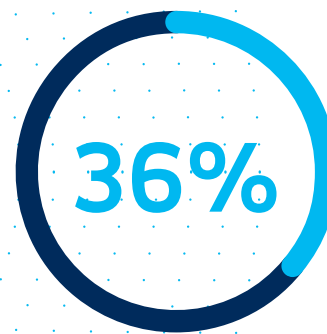
**Instacart**

45% urban consumers vs. 32% rural consumers



**Amazon Fresh/Whole Foods**

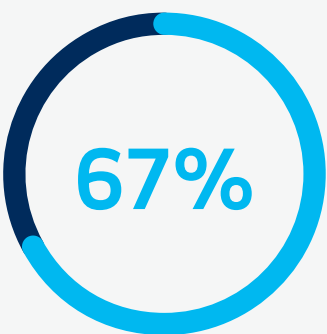
48% urban consumers vs. 34% suburban consumers



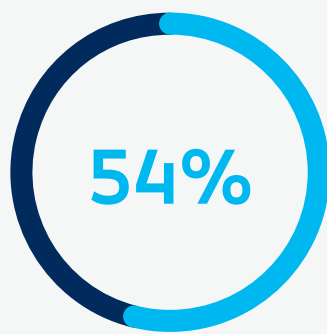
**Walmart Delivery**

42% rural consumers vs. 34% urban consumers

## More Consumers See Delayed Delivery



plan to shop in-store for groceries if unable to secure a delivery window



experienced a delayed grocery delivery order



28%

deliveries were delayed by three or more days



17%

were unable to secure a delivery window