

# Stocking Up: Consumers Prepare for the Holidays and a Third Wave of COVID-19



## Consumers concerned about out-of-stocks

**69%**

experiencing moderate to a great deal of concern about out-of-stock groceries heading into the holiday season

**42%**

stocking up when products are available versus when they need them

**55%**

stockpiling to avoid the issue of out-of-stock products

## Products consumers are stocking up on most are:

 **76%**  
paper goods

 **71%**  
cleaning supplies

 **69%**  
food products

## Curbside pickup remains strong, delivery & meal box lag

**22%**

prefer curbside pickup  
no change as compared to August

**14%**

prefer grocery delivery  
down from 17% in August



**1%**

prefer a grocery meal box kit service  
down from 5% in August

**63%**

prefer to purchase groceries in-store during the pandemic



## Small holiday gatherings get even smaller

### Those not hosting a holiday celebration



**53%**

don't plan to host a holiday celebration this year  
up from 48% in August

### Those hosting a holiday celebration



**41%**

plan to host a small gathering (3-5 guests)  
up from 38% in August

**48%**

plan to host a medium gathering (6-10 guests)  
up from 44% in August

**11%**

plan to host a large gathering (11+ guests)  
down from 18% in August

Blue Yonder is committed to helping its customers plan for the unexpected. To learn more about how we're helping grocery retailers navigate the pandemic, visit <https://blueyonder.com/solutions/grocery>

To better understand the consumer perspective around COVID-19 grocery shopping habits, Blue Yonder surveyed more than 1,000 U.S. consumers between October 27-28, 2020, on how they will be preparing for the holidays and a possible third wave of COVID-19.