

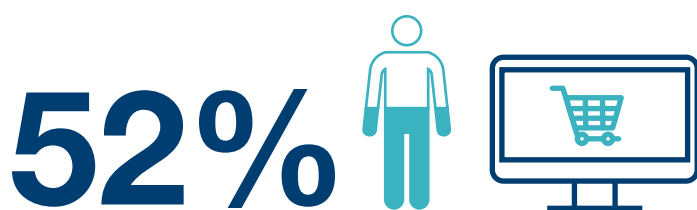


THE IMPACT OF COVID-19 ON ONLINE MEAT SHOPPING



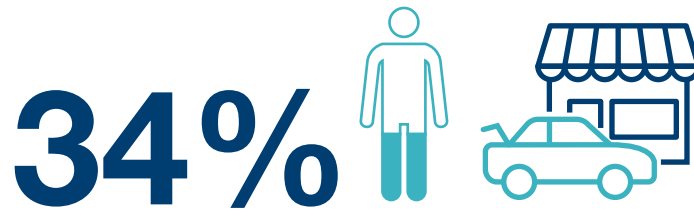
Midan's third COVID-19 survey¹, conducted May 26-27, 2020, uncovers how meat and chicken consumers have been buying meat online during the pandemic and why some will continue to do so when it ends. Compared with offline meat shoppers, online meat buyers tend to be younger, be more ethnically diverse, have families, have higher incomes and live in urban areas.

Of the meat and chicken consumers surveyed:



have used at least one online method to purchase meat since the pandemic started.

ACTION STEP: One quarter of consumers made their first online meat purchase during the crisis; e-commerce providers should court these new customers to keep them coming back when the pandemic ends.



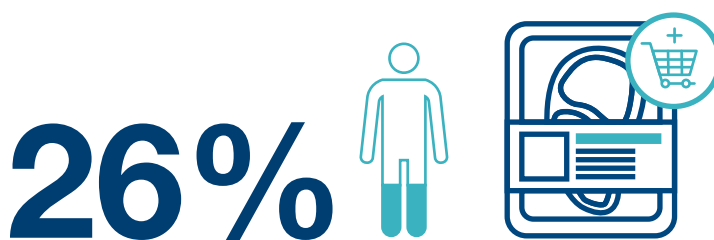
have ordered pickup from a local retailer, by far the most popular e-commerce method.

ACTION STEP: Retailers, don't expect the order and pickup/delivery trend to slow down post-COVID. 41% indicate they will likely use this service after the pandemic. Continue to refine your e-commerce process and offerings.



have used a meat-specific delivery service (e.g., ButcherBox, Omaha Steaks) since COVID-19 began; these consumers are much more likely to have also used other online services to purchase meat during the pandemic.

ACTION STEP: Because these direct-to-consumer meat shoppers tend to use multiple outlets and can compare offerings, all e-commerce sites should know what the competition is up to.



say their primary way to buy meat after COVID-19 will be online, not in-person. Some plan to avoid stores due to concerns about new waves of the virus. Others have found the services to be convenient and time saving or used it as their primary way to get groceries, including meat, prior to COVID-19.

ACTION STEP: With ongoing uncertainty about COVID-19, reach wary consumers by touting the contactless, convenient benefits of online meat purchasing.

¹Online survey of 1,000 U.S. meat and chicken eaters
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