

GROWING PANDEMIC CONCERNS SIGNAL MEAT OPPORTUNITIES FOR RETAILERS



As the pandemic continued to spread in the U.S. with no signs of weakening, consumer concern about COVID-19 spiked in July, with 70% of meat consumers stating they are either “extremely” or “very” concerned about the coronavirus. Insights from our July 30-31 survey of meat and chicken eaters¹ suggest that forward-looking retailers can help meet the needs of these worried shoppers.

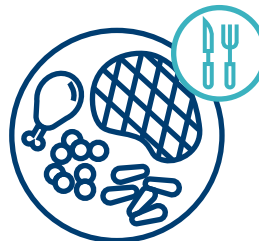


MORE CONSUMERS ARE ALTERING THEIR SHOPPING HABITS.

79% of consumers have changed how they grocery shop, up from 71% in June. They are buying more groceries at one time to make

fewer trips, purchasing at fewer locations and choosing stores based on their safety protocols.

ACTION STEP: Retailers should focus on keeping an array of cuts in the meat case, including budget-friendly family packs, to help net a bigger basket ring during each trip (36% are still stockpiling meat/chicken) and maintaining strict safety precautions for staff and customers.



CONSUMERS ARE STILL PUTTING MEAT AT THE CENTER OF THE PLATE.

32% of consumers say they have eaten more meat/chicken in the past month, while 63% report eating the same amount of

meat/chicken during the same time frame.

ACTION STEP: Consumers are still turning to meat as comfort food during the health crisis. 61% claim they'll try new ways to cook meat and chicken in the next month, so continue to share a variety of easy, flavorful recipes to inspire home cooks. Also offer full meal packages that solve the daily dinner dilemma and help ward off meal prep fatigue.



GROCCERS' ONLINE SHOPPING SERVICES ARE NOW GETTING HIGHER MARKS.

Net Promoter Scores (NPS[®]), a gauge of consumer

experience, show grocers' online services have risen sharply since June: The retailer delivery score jumped from 25 to 46 and the click and collect score rose from 16 to 36. (Based on NPS global standards, scores above 0 are considered “good,” while scores of 50 and above are deemed “excellent.”)

ACTION STEP: Even with higher marks, retailers should perfect their online services to capture detractors. Consumers' self-proclaimed barriers include preferring to select meat in person, out of stock/missing items, added cost and hard-to-navigate apps.



CONSUMERS' TOP CONCERN IS PERSONAL HEALTH OVER FINANCIAL SITUATION.

64% of consumers chose their own health and well-being as

their biggest concern, while 24% picked their personal economic situation as their biggest worry.

ACTION STEP: To allay health fears, promote bolder callouts in messaging about ongoing protection measures in grocery stores and packing plants. 30% of consumers are still thinking “a lot” about meat/chicken safety issues, which has held steady for the last three months.