

# EVOLVING CONSUMER E-COMMERCE TRENDS

Although over half of consumers are actively ordering groceries online, this trend is declining year over year as online ordering moderates and normalizes.

Online purchases of beef with grocery orders increased from 2020 to 2021 and has remained steady since at approximately one quarter of consumers doing so.

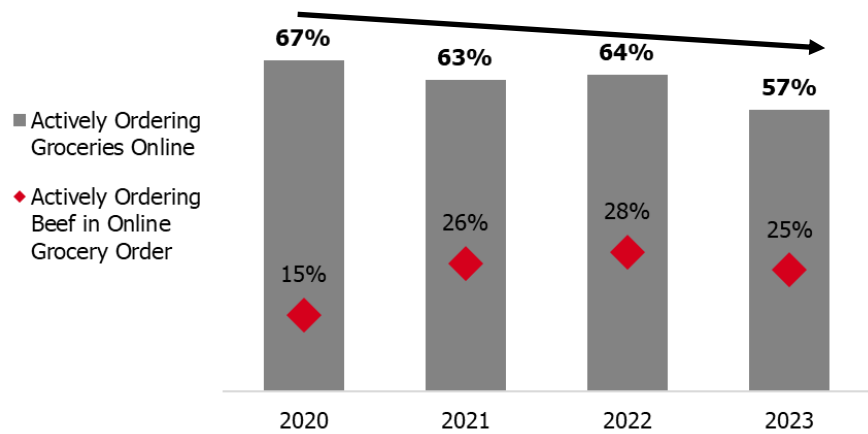
## Online Grocery Ordering Behaviors

57% are ordering groceries online

Top 3 Platforms Used



Store Website DOORDASH



Source: Online Grocery Shopping Study, 2020; State of Consumer Survey, 2021-2023.

Survey data indicate a majority, but declining proportion, of consumers ordering meals online to eat at home.

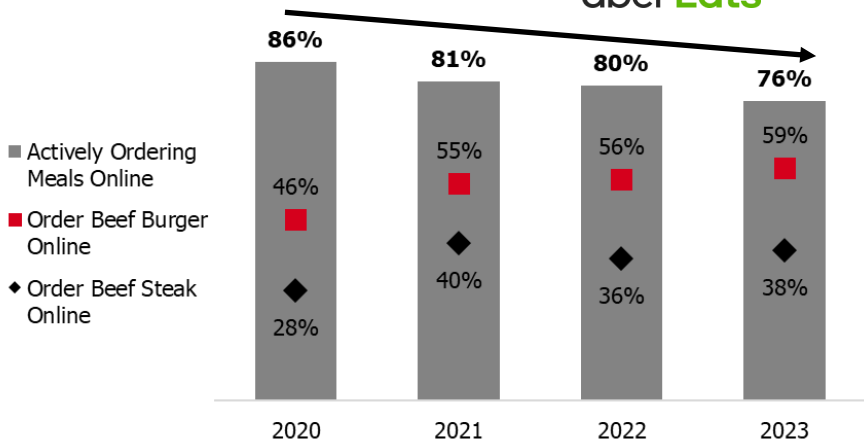
Quick-service friendly options like beef burgers are most likely to be ordered online followed by beef tacos, enchiladas, and burritos.

## Online Meal Ordering Behaviors

76% are ordering meals online

Top 3 Platforms Used

DOORDASH  
Restaurant Website & Mobile App  
Uber Eats



Source: Online Grocery Shopping Study, 2020; State of Consumer Survey, 2021-2023.