

TRENDS OF ONLINE GROCERY AND MEAL ORDERING

Online Grocery Ordering Behavior

64%

are Ordering Groceries Online

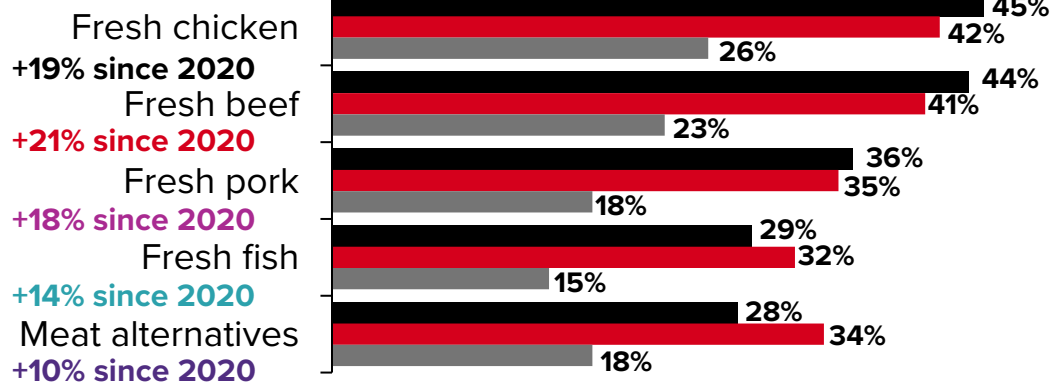


Top 3 Platforms Used

Store App/Website



■ 2022 ■ 2021 ■ 2020



Source: State of Consumer Survey, August 2022.

Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

Many consumers continue to purchase groceries online, potentially due to the convenience offered.

Online Meal Ordering Behavior

80%

are Ordering Meals Online



Top 3 Platforms Used

Restaurant App/Website



Categories Purchased for Pick-Up/Delivery



Source: State of Consumer Survey, August 2022.

Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

A large majority of consumers are ordering meals online, with many choosing an app to complete their orders.