



# CONSUMER SPENDING: 73% NOW BUYING ON APPS

With buying behavior rapidly shifting, you need a digital strategy -- and with visibility into digital behavior, you can put the right one together.



## FIND #1: CONSUMERS HAVEN'T STOPPED SPENDING

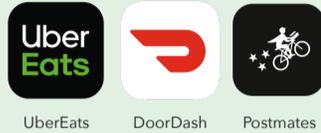
They're using apps to buy what they need:

### Apps Users Surveyed

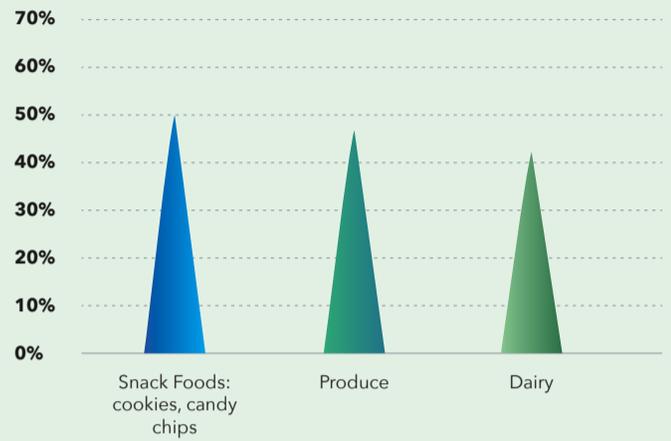
#### 1. Grocery



#### 2. Restaurant Delivery



### Top Items Purchased within Grocery Apps



**30%**

downloaded the app within past 30 day



**53%**

increase of grocery app usage due to COVID-19



**47%**

of NEW USERS downloaded app because of COVID-19

### Top Drivers for Selecting Restaurants for Delivery



**32%**

Food preference



**14%**

Trust in the restaurant



**12%**

Low/free delivery fees

## FIND #2: APP BUYING IS HERE TO STAY

App buying isn't going to stop anytime soon

### They're spending more.

Not only is it permanent, they're spending more than they did in brick and mortar stores.



**79%**

said they'd use these apps the same, or more - once COVID-19 passes



**35%**

of people increased their spending on household goods through the delivery app

### How Satisfied Are Users with the App?



**66%**

of food delivery users were very, or extremely satisfied



**75%**

of grocery store app users were also very, or extremely satisfied

### WHAT'S NEXT?

Research is more important than ever. This is the time to take stock of your market position and make the changes you need to stay ahead of the competition and to protect the health of your business.

### METHODOLOGY:

MFour utilized its Surveys on the Go Mobile App (SOTG) to trigger surveys based on observed digital behavior and usage of key apps. N=3,000. 2 Key Groups (Food delivery apps: DoorDash, UberEATS, Postmates | Grocery Delivery apps: Amazon, Walmart, Instacart) each with N of 1500 per Key Group and an N of 500 per app. Male (50%) and Female (50%). Ages Under 35 (50%) and Ages 35+ (50%). Nationally Representative. Data Collection Period: Monday, March 23 through Tuesday, March 24.