

ERS Peer Review Plan

Preliminary Title: Who shops for groceries online?

Type of Report (ERR, EIB, EB) ERR

Agency: Economic Research Service [X] Influential Scientific Information
USDA [] Highly Influential Scientific Assessment

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Subject of Review: The majority of daily calorie intake is sourced from home-prepared meals, and there is a rising trend in online grocery shopping among U.S. consumers. This surge gained momentum in 2020 because of social-distancing guidelines and stay-at-home orders issued in response to the coronavirus (COVID-19) pandemic and projections indicate continued growth. The expansion of online grocery shopping can impact the food retail landscape, food access, and purchase decisions, which previous research has indicated tend to be healthier. Given USDA's role in developing and promoting dietary guidelines and its goal to expand access to healthy foods that are essential to optimal health and well-being, it is important to understand online grocery shopping behaviors. Using nationally representative data from the 2022 Eating and Health Module of the American Time Use Survey, which was sponsored by USDA's Economic Research Service, this report provides online grocery shopping statistics and analysis for USDA, policymakers, and program developers who are considering the implications of the recent and growing shift in grocery sales toward online retailers, especially with the nationwide availability of online redemptions of benefits from the Supplemental Nutrition Assistance Program (SNAP). The report presents the prevalence and frequency of online grocery shopping, methods of receiving groceries purchased online, primary motivators for U.S. consumers to purchase groceries online, and the consumer characteristics that raise the participation and frequency of online grocery shopping.

Purpose of Review: The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.

Type of Review: [] Panel Review [X] Individual Reviewers
[] Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 2/7/2024 Completed: 4/8/2024

Number of Reviewers: [X] 3 or fewer [] 4 to 10 [] More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: Agency Designated Outside Organization

Opportunities for Public Comment? Yes No

If yes, briefly state how and when these opportunities will be provided:

How:

When:

Peer Reviewers Provided with Public Comments? Yes No

Public Nominations Requested for Review Panel? Yes No