

# Consumers Are Spending Less on Clothes and More on Food, Health Products

## ARTICLE

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**U**S consumers are shopping online more as they continue to avoid brick-and-mortar. According to a recent eMarketer study conducted by [Bizrate Insights](#), health, food and beverage purchases made digitally are seeing an uptick. Apparel, not so much.

### Which Product Categories Have US Digital Buyers Purchased Digitally in the Past Month?

% of respondents, Feb & April 2020

	Feb 2020	April 2020
Clothing, shoes or accessories	56%	52%
Pharmacy, health or beauty products	38%	44%
Household supplies (cleaning supplies, kitchen supplies, etc.)	30%	37%
Food or beverages	27%	36%
Books, music or videos	32%	33%
Pet products	25%	31%
Office equipment or supplies	17%	21%
Toys or games	19%	20%
Consumer electronics (TV, computer, phone, etc.)	21%	19%
Home, furniture or appliances	17%	16%
Sports or outdoor (including lawn and garden) products	13%	16%
Baby products	7%	7%
Tobacco products or smoking accessories	3%	4%
Other	16%	16%

Note: ages 18-65 who made a digital purchase in the past month/30 days  
Source: "The eMarketer Ecommerce Survey" conducted in April 2020 by Bizrate Insights, April 8, 2020

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In April 2020, 52% of US digital buyers said they purchased clothing, shoes or accessories digitally, down 4 percentage points from February 2020. As consumers remain indoors, clothing is not an essential. Groceries, however, are. More than a third (36%) of respondents purchased food and beverages online in April 2020, up 9 percentage points from February 2020.

Online purchases of pharmaceutical and health products also increased 6 percentage points from February to April. And as people transition to distance learning and working from home, digital office equipment and supply purchases increased 4 percentage points in the same timeframe.

Amazon Prime members follow similar behavior. The eMarketer/Bizrate survey found that fewer US Amazon Prime members ages 18 to 65 are shopping for apparel, and more are buying food and health items.

**Which Product Categories Have US Amazon Prime Members Purchased Digitally in the Past Month?**

*% of respondents, Feb & April 2020*

	<b>Feb 2020</b>	<b>April 2020</b>
Clothing, shoes or accessories	60%	55%
Pharmacy, health or beauty products	42%	50%
Food or beverages	31%	44%
Household supplies (cleaning supplies, kitchen supplies, etc.)	35%	44%
Books, music or videos	35%	39%
Pet products	30%	36%
Office equipment or supplies	19%	26%
Toys or games	21%	25%
Consumer electronics (TV, computer, phone, etc.)	24%	21%
Sports or outdoor (including lawn and garden) products	15%	20%
Home, furniture or appliances	20%	19%
Baby products	9%	10%
Tobacco products or smoking accessories	4%	5%
Other	16%	14%

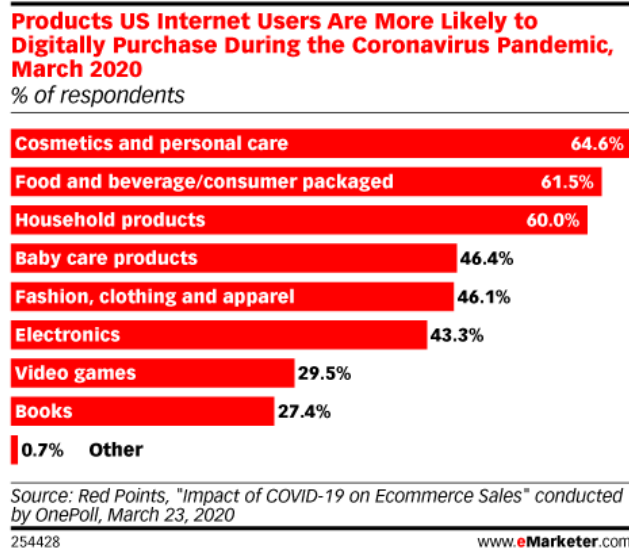
*Note: ages 18-65 who are Amazon Prime members and made a digital purchase in the past month/30 days  
Source: "The eMarketer Ecommerce Survey" conducted in April 2020 by Bizrate Insights, April 8, 2020*

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According to a March 2020 **Red Points** survey conducted by **OnePoll**, roughly six in 10 US internet users purchased food/beverage and consumer packaged goods digitally during the coronavirus pandemic.

Further down the list were apparel (46.1%), electronics (43.3%) and video games (29.5%).



This mirrors recent estimates from the US Census Bureau, which found that clothing and clothing accessory store sales fell 50.7%, **another indication that consumers are limiting their spending** on these products.