Meg Ruggles

**Coastal east coast cities increase food spending amid the pandemic**

The COVID-19 pandemic continues to have a widespread impact on the supply chain, causing shifts in produce demand and purchasing patterns across the country.

According to a food sales report comparing purchases between four major cities, demand for certain produce amongst coastal East Coast cities were much higher than the West Coast.

Timeline

Description automatically generated

Boston emerged as the top consumer, purchasing 5,650 items of sought-after produce, while demand in San Diego has fallen, reaching a low of 2,017 items this year. San Diego’s extremely low sales are responsible for decreasing West Coast demand overall.

New York also purchased slightly more than Los Angles at 4,006 items compared to 3,769 but reflected their population differences more accurately than Boston and San Diego. This is a clear consequence of purchasing patterns having changed since the pandemics’ onset.

However, certain food items were preferred across the cities that were studied. The most popular food items in all four cities – Boston, San Diego, New York and Los Angles –purchased at proportionately higher rates throughout 2021 were cookies. Carrot bars came in at a close second and arrowroot was third.

The least popular items were Pretzels and Bananas with only Boston placing orders for them, according to an analysis of the report.

Chart, pie chart

Description automatically generatedFood Sales visuals

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