

State of Online Grocery Shopping

Shopper Impacts + Actions



50% of grocery shoppers buy groceries online at least occasionally
Consistent with levels observed in Fall 2021



1/5 of online grocery shoppers:
 • do all / most of their grocery shopping online
 • intend to buy more online in the next year with no intention of stopping



Shopper Behavior

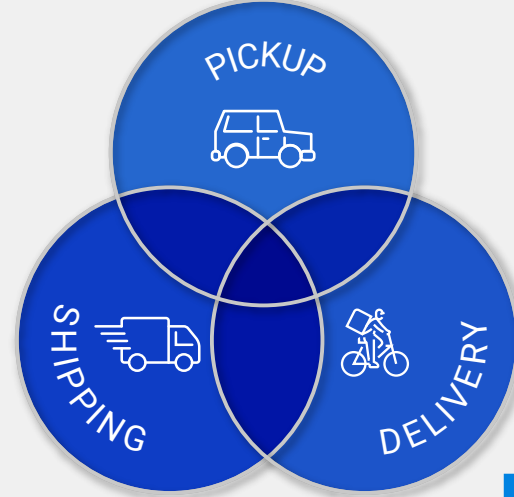
Top reasons shoppers choose online: **Ease + Convenience**

Online grocery shoppers are doing the following more often since they started buying groceries online.



- 33%** use a smartphone to plan and /or to shop
- 38%** buy heavier items for delivery more often
- 25%** use saved shopping lists more often to order in one click

Delivery & Fulfillment Trends



51% of online grocery shoppers stick to one fulfillment type
Compared to 10% that use all three types

44% of delivery users get same day delivery but 1-in-3 have more flexibility in delivery windows

7-in-10

online pickup shoppers go into the store at least occasionally when getting an order

Reasons for Going into the Store

To buy something I forgot to order	63%
To buy specific items I prefer to pick out myself	56%
To buy items that are only sold in-store & not online	50%
To buy something I needed immediately	44%
To browse	31%
To use a service in the store	24%

Retail Implications

Changing online shopping habits are an opportunity for retailers to promote the convenience and efficiency of online shopping to increase their share of omnichannel shoppers

Omnichannel retailers positioned to win:
57% of online grocery shoppers stick with their usual in-store retailer

37% who buy all / most groceries online are more likely to try new retailers

80% of online grocery shoppers use digital coupons

60% of digital coupon users look for digital coupons while shopping in store

1/3 online grocery shoppers use a **subscription service**
More popular among younger shoppers and those that often shop online

Most popular delivery service memberships among online grocery shoppers

