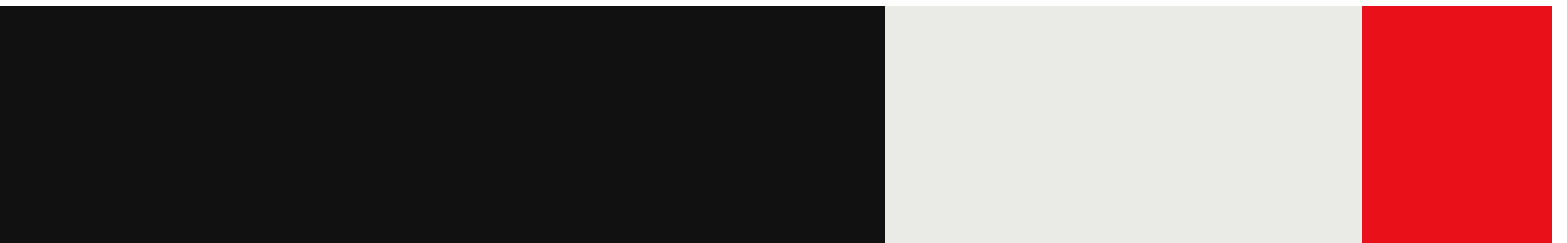


Podcast | Why Doesn't Everyone Just Buy Their Groceries Online?

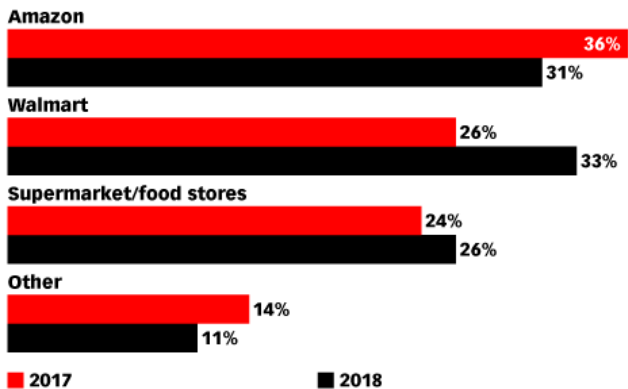
Audio



In today's edition of "Behind the Numbers," we're discussing digital grocery shopping. A new report shows increasing consumer demand and strong growth ahead, but the sector has been slower to catch on than many have predicted.

Where Have US Digital Grocery Shoppers* Purchased Online Groceries from Most Recently?

% of respondents, 2017-2018



Note: ages 18+; 65% of respondents were female; *who have shopped online for food/groceries in the past 30 days

Source: The Retail Feedback Group, "2018 U.S. Online Grocery Shopper Study," Nov 6, 2018

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