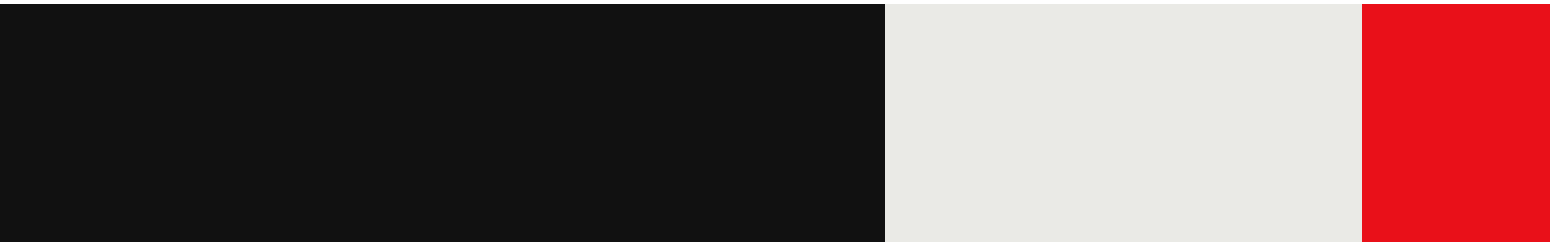



Not All Shoppers Want Groceries Delivered

Article



Even though supermarkets have upped their digital commerce offerings over the past few years and online grocery shopping has been on the rise, a good number of US consumers just aren't that interested in having groceries delivered.

According to a recent survey by **Civic Science**, 12% of US adult consumers currently use a grocery delivery service with an additional 2% interested in trying it. A majority (68%) had no interest in the convenience, though, and 7% had never even heard of such a thing.

Drilling down, demographic differences emerged. Close to half (45%) of those respondents who were interested in grocery delivery were Gen Xers, and far more women (67%) than men (33%) were likely to use this service.

By supermarket preference (excluding local grocery store shoppers), **Whole Foods** and Trader Joe's customers were more likely to have used a grocery delivery service and liked it (24%), while those who tried it and didn't like it were more inclined to shop at a co-op or rely on community-supported agriculture (16%). Consumers with no interest were part of the highest percent of local grocery store shoppers (63%) and were also the respondents most likely to shop at a **Sam's Club or Walmart** (21%).

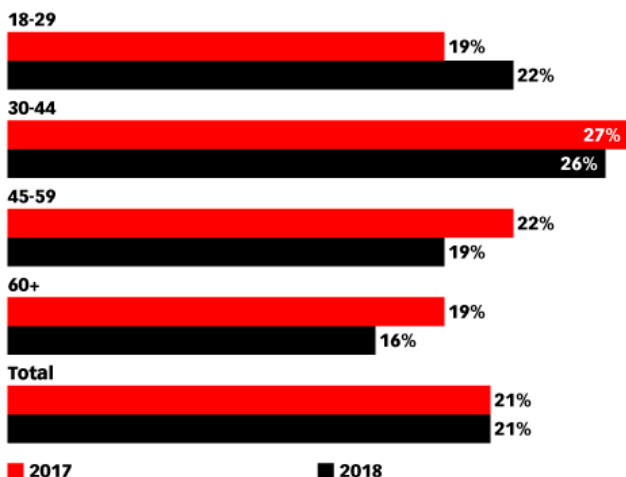
Those who use delivery are more driven by brands (45%) when shopping for food, while those who hadn't heard of it were more driven by price (37%). More mysterious was the 65% who had no interest in delivery and were mostly driven by neither brand nor price.

This survey didn't get into specific reasons why a shopper would or wouldn't use a delivery service. It's possible that respondents were more creatures of habit, since the majority prefer to shop at a local supermarket. Traditional consumers also might be older, and sure enough, 44% of those surveyed who weren't interested in grocery delivery were 55 and older.

A **Brick Meets Click** survey published in July 2018 also found digital grocery purchases declined with age. Just 16% of respondents who bought groceries online at least monthly were 60 or older.

US Internet Users Who Purchase Groceries Digitally, by Age, 2017 & 2018

% of respondents in each group



Note: monthly

Source: Brick Meets Click, "How the online grocery market is shifting: What the industry needs to know in 2018," July 29, 2018

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The International Food Information Council (IFIC) Foundation, in collaboration with the AARP Foundation, found similar levels of online grocery-buying activity among consumers ages 50 and older: 17% of respondents said they had ever bought groceries online and picked up in-store, while 16% had ever bought groceries online for delivery.

Consumers who bought groceries online tended to fall into two groups: affluent or those with mobility issues. Motivations given by the online grocery shoppers over 50 who use delivery were not having to travel to a store (82%), taking their time to shop (73%) and not being physically burdened (72%).