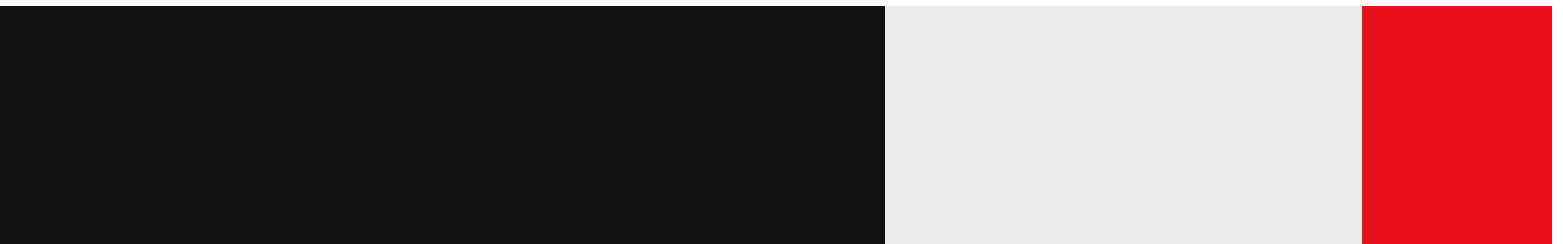


Reimagining Retail: Pandemic-induced behaviors that will keep impacting digital grocery in 2022

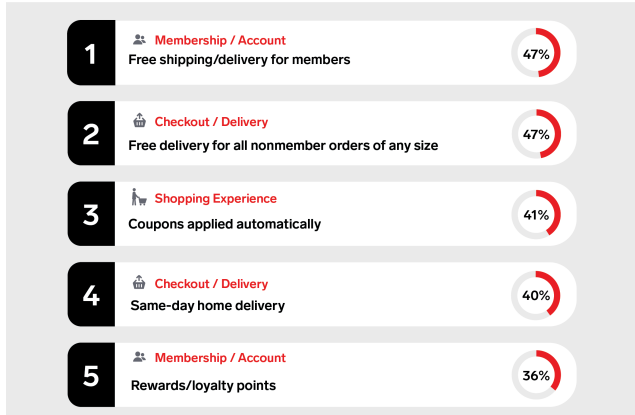
Audio



On this episode of Reimagining Retail, our analyst Suzy Davidkhanian hosts resident digital grocery expert Blake Droesch to discuss pandemic-induced behaviors that will continue to impact grocery sales. They also identify several features from the inaugural digital grocery benchmark study that didn't rank as high as they would have expected.

Top 5 Most In-Demand US Digital Grocery Features, Jan 2022

% of respondents who called each feature "extremely valuable"



Methodology: Data is from the January 2022 Insider Intelligence report titled "US Digital Grocery Emerging Features Benchmark 2022." 1,520 US adults ages 18-75 were surveyed online during November 1-16, 2021. Respondents were digital grocery users selected to align with the US population on the criteria of age, gender, and income to gauge the value of 30 most important digital grocery shopping and delivery features. Respondents used digital grocery services in the past 12 months. The survey was fielded by a third-party sample provider. Data has a margin of error of +/-2.47 percentage points at the 95% confidence interval.
Source: Insider Intelligence, "US Digital Grocery Features Benchmark 2022," Jan 2022
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