

Many Consumers Still Prefer to Shop for Groceries In-Store

Article

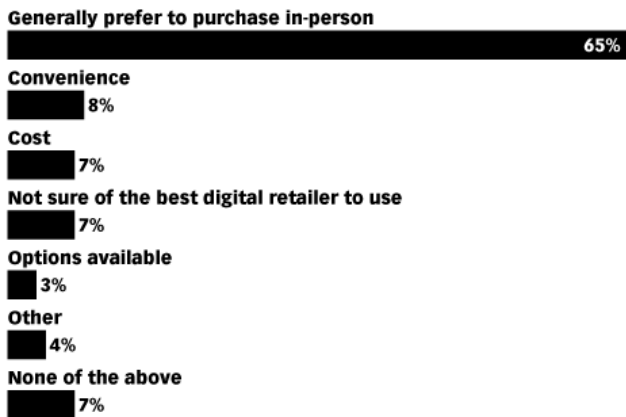
In another sign that consumers haven't fully come around to buying groceries online, a May 2018 survey by Morning Consult reveals that many still prefer to see and touch the products in person.

Indeed, nearly two-thirds of US internet users surveyed said it was a primary reason why they haven't done so—more than convenience (8%), cost (7%) or knowing which digital retailer was

the best to use (7%).

Primary Reason that US Internet Users Have Not Purchased Food and Beverage Products Digitally, May 2018

% of respondents



*Note: ages 18+ who have not purchased food and beverage products digitally; numbers may not add up to 100% due to rounding
Source: Morning Consult, "Consumer Trends in the Food and Beverage Industry," May 21, 2018*

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By and large, many consumers just prefer to fill their baskets in-store. According to a 2017 **ShopperKit** survey of US internet users who didn't purchase groceries digitally, 41% said they "enjoy [their] weekly trip to the store."

We forecast that only 2.8% of US food and beverage sales will take place online in 2018.

Nevertheless, both supermarkets and big-box retailers are committed to transforming the **grocery shopping experience**. Online ordering has been one area of investment for the likes of **Kroger** and **Walmart**, and it's also the crux of **Amazon's Whole Foods strategy**.