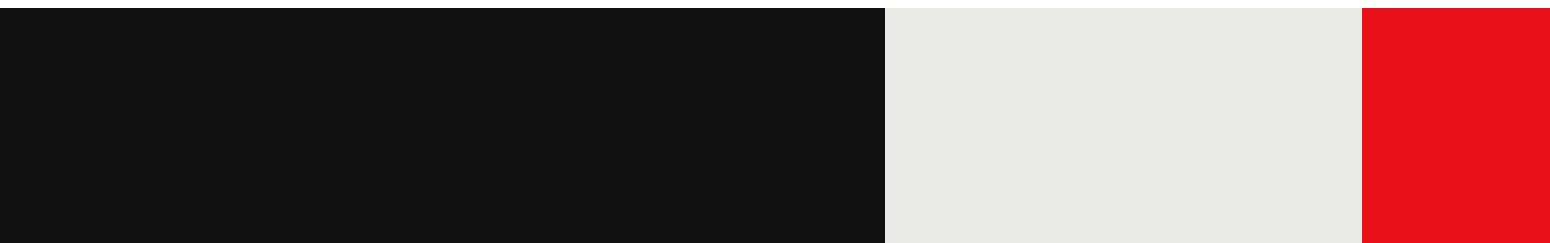



# What to know about today's grocery shopper in 5 charts

Article



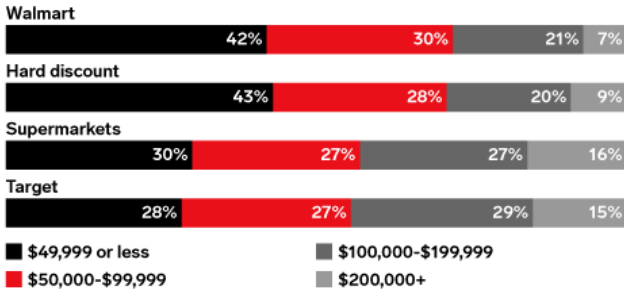
Price matters to everyone, but ease and convenience play an even bigger role in purchase decisions. Plus, retailers should consider revamping their apps to garner more sales and use their target audience to guide in-store and online strategies.

Here are five things retailers should consider to stay on top of their grocery game.

## 1. Everyone is looking for a discount

### Digital Grocery Shopper Customer Share, by Household Income and Type of Retailer, 12 months ending December 2022

% of total in each category



Note: read as households earning under \$50K per year accounted for 30% of the online customer mix for Supermarkets

Source: Brick Meets Click, "Profiling the Online Shopper: eGrocery Purchase Patterns in the U.S." sponsored by Mercatus, May 2, 2023

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eMarketer | InsiderIntelligence.com

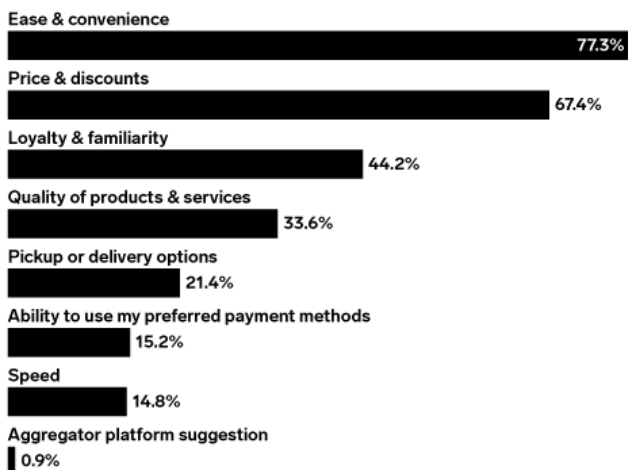
Last year, households earning \$100,000 or more made up less than 30% of sales at Walmart and discount retailers, per Brick Meets Click and Mercatus. However, inflation has driven shoppers to dollar and discount stores.

Executives from **Walmart** and **Dollar General** have noted that shoppers from higher-income brackets are shopping at their stores more frequently as the **stigma of discount shopping** begins to fade.

## 2. Cost isn't everything

## Factors That Influenced US Adults Decision of Where to Make Their Most Recent Grocery Purchase, Feb 2023

% of respondents



Note: n=1,876 who purchased grocery products in the past month  
Source: Pymnts.com, "Consumer Inflation Sentiment: The False Appeal of Deal-Chasing Consumers," March 6, 2023

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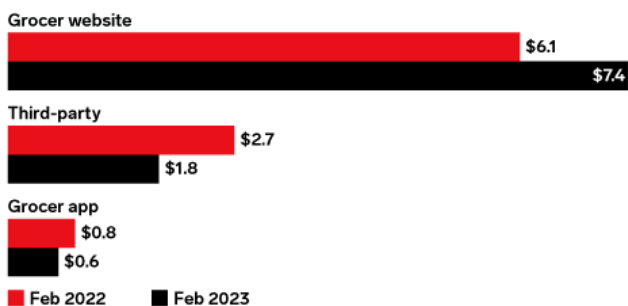
While price and discounts play a huge role in grocery purchases, ease and convenience are even more important, according to February data from Pymnts.com.

But retailers can't just count on one or the other to bring in customers. The winning grocery experience saves customers money, time, and frustration through a variety of features like click and collect, seamless redemption of rewards, or self-checkout options.

### 3. It's time to show the apps some love

## US Digital Grocery Sales, by Channel, Feb 2022 vs. Feb 2023

billions



Source: Incisiv and Wynshop, "State of Digital Grocery Performance Scorecard for February 2023", March 8, 2023

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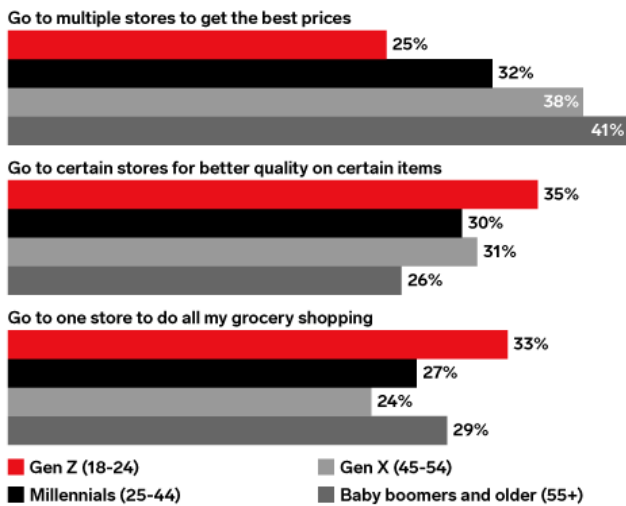
Digital grocery shoppers are spending more on grocer websites than with third-party intermediaries like Instacart or DoorDash, per February data from Incisiv and Wynshop.

Grocer apps make up a tiny piece of the pie, presenting an opportunity for grocers to grow their share of sales. To increase adoption, grocers should consider revamping their apps with better search capabilities, a focus on discoverability, and a more seamless checkout experience.

#### 4. Let your target audience guide your product assortment

##### In-Store Grocery Shopping Behavior Among US Adults, by Generation, Feb 2023

% of respondents in each group



Note: ages 18+

Source: KPMG, "Consumer Pulse Survey: Winter 2023," Feb 27, 2023

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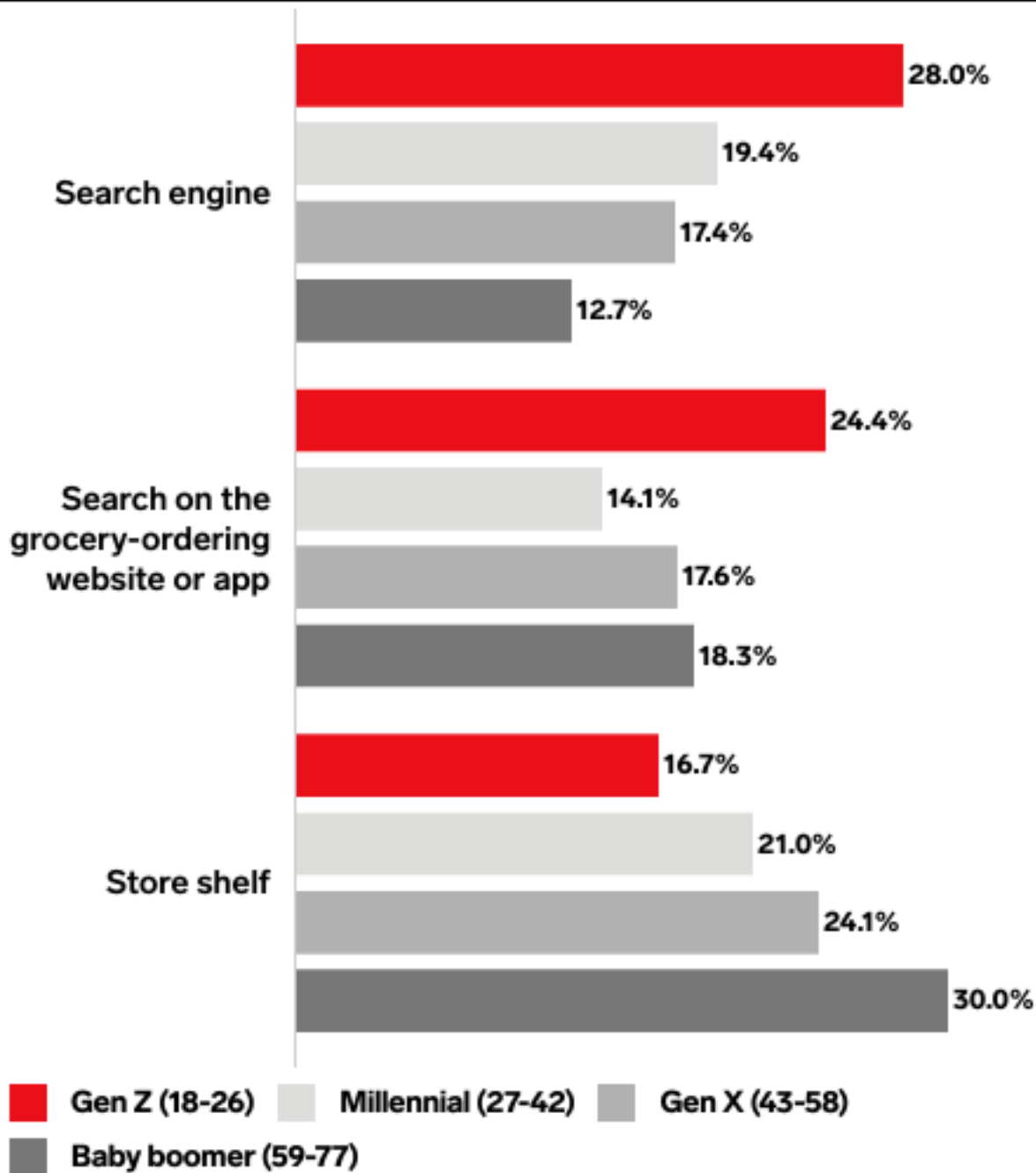
While baby boomers are most likely to visit multiple stores to get the best prices, Gen Zers are more likely to visit multiple stores for better-quality items or to get all of their shopping done in one place, per February data from KPMG.

It's nearly impossible to cater to the habits of all generations at the same time, so retailers should think carefully about who their target audience is and curate their products accordingly.

#### 5. Think outside of the box (store)

# Gen Z Is More Likely to Discover Grocery Products Browsing Search Than Store Shelves

% US digital grocery buyers



Note: responses to question, "Think of a few of the grocery products (including food, beverages, cleaning, health, beauty, or pet products) that you discovered in the past 12 months and now purchase regularly. How did you first come across them?"

Source: Insider Intelligence | eMarketer, May 2023

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Insider Intelligence | eMarketer

There's a decent chance Gen Z isn't browsing your shelves at all.

Brands and retailers who want to encourage product discovery among Gen Z consumers should take to digital channels like search and social media rather than trying to promote items in-store.

*This was originally featured in the Retail Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).*