

Grocery shopping evolving into omnichannel experience

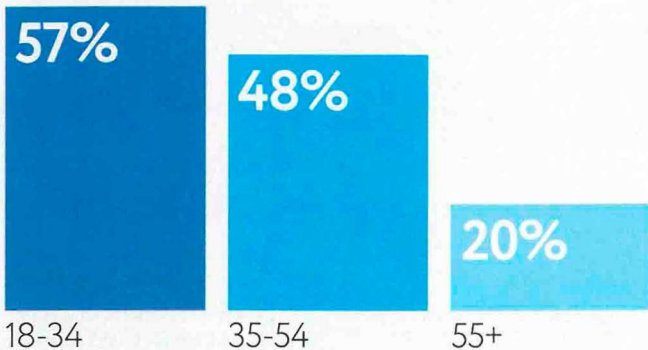
The transition to a more digital grocery shopping experience may feel slow compared with other categories like books, music and clothing. But online grocery may dramatically transform the retail food landscape sooner than we think.

While the majority of consumers still shop in-store for groceries and largely enjoy doing so, new research from American Express suggests that younger shoppers are eager to make it an omnichannel experience. According to this research, one-third of millennials say they're shopping online for groceries more than they were at this time last year, and 57 percent say they will shop online for groceries more in the next year.

Shoppers who shop online for groceries more frequently than they did a year ago

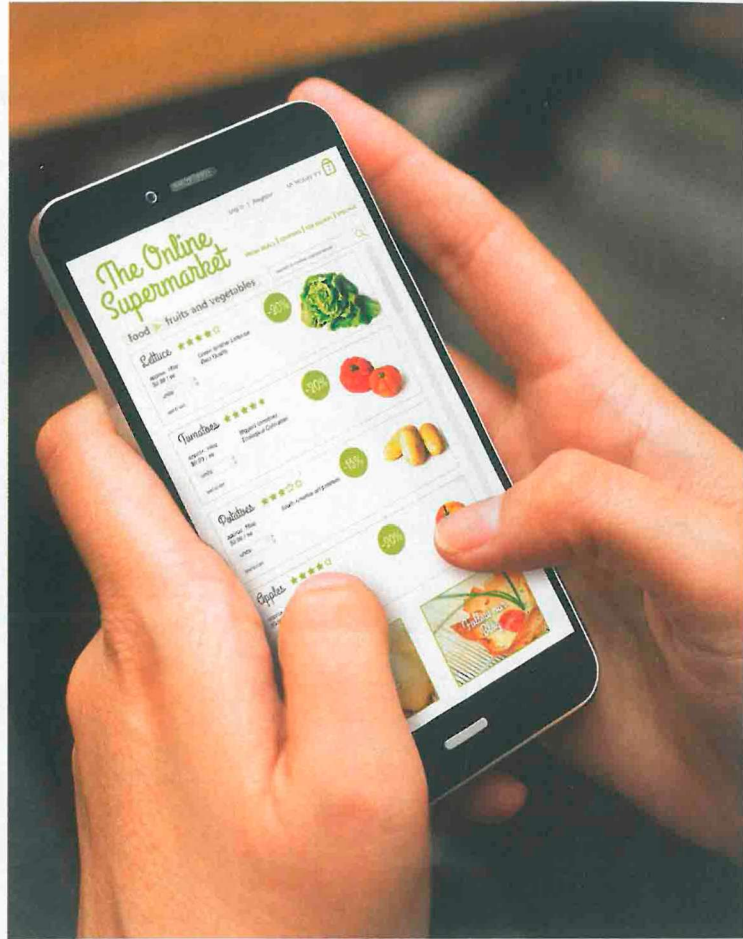


Shoppers who plan to shop online for groceries more frequently in the next 12 months



The No. 1 barrier to all online grocery shopping is the desire to see the food in person—but it's a much lower barrier for younger consumers, according to the American Express research report "State of Grocery Retail: Frictionless Customer Experience." These shoppers are more likely to say their top barrier is the lack of options for online grocery shopping in their area, and they love the convenience and time savings when they are able to shop online.

In fact, convenience is the top reason (69 percent) for buying groceries online among all of those who primarily shop this



way, especially among consumers ages 35 to 54 (78 percent). Other perceived benefits of online grocery shopping include time savings (62 percent), value for money (40 percent), and making it easier to see what's on sale (34 percent).

Meeting the digital shopping needs of grocery customers will soon play a significant role in reshaping retail food shopping into an experience that includes many variations on brick and mortar and online options. Retailers that aren't adapting and investing in their online shopping offerings today are unlikely to remain competitive in the marketplace in the coming years.

REPORT State of Grocery Retail: Frictionless Customer Experience

EnsembleIQ Research Solutions surveyed 1,000 consumers to understand their overall front-end shopping experiences, including perception around omnichannel commerce. The survey was conducted online in the United States June 12-19, 2017, margin of sampling error is ± 4 percentage points at the 95 percent confidence level.

