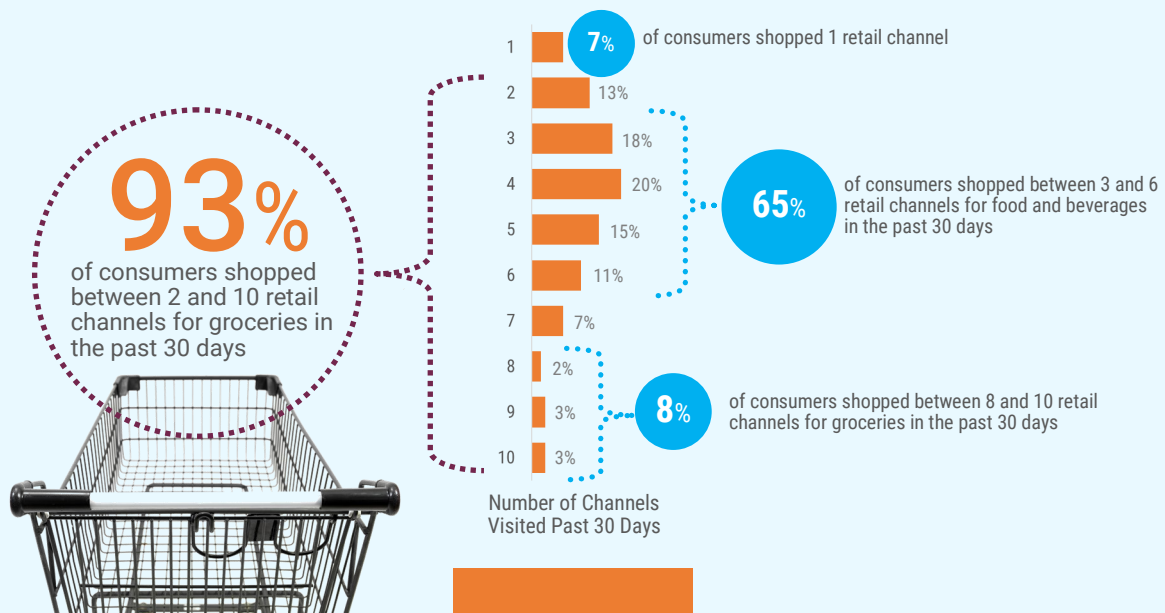


Divided Shopper Loyalties: Today's Multichannel Grocery Shoppers

Contrary to the timeworn belief that grocery shoppers are loyal to a particular retail store, the fact is that despite claims of being time-starved, consumers simply **do not** seem to want a one-stop shop.

Here's a look at how many different channels today's consumers shop for foods and beverages.

Consumers Continue to Cross-shop Multiple Channels a Month

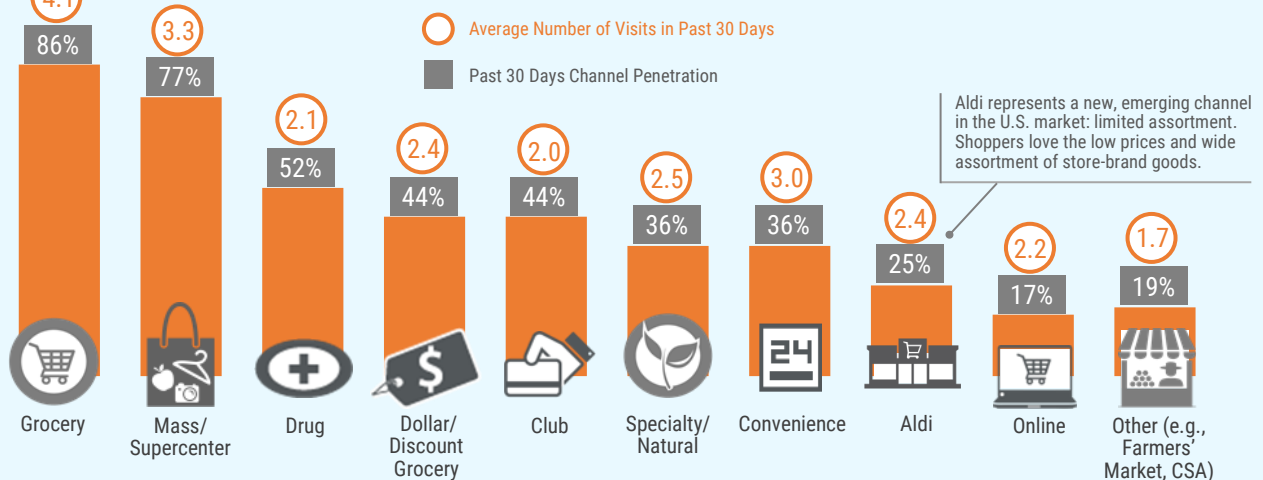


Primary shoppers visited an average of

4.4

channels in the past 30 days

Grocery and Mass Channels Capture the Most Trips and Shoppers of All Channels, With Weekly Visits From Most Shoppers



Source: [Food Shopping in America 2017](#) report