

FOOD SHOPPING IN AMERICA | RETAIL CHANNEL PERFORMANCE

Competition among channels has never been fiercer, with shoppers increasingly able to find similar goods across most channels. Across all channels, top drivers of satisfaction center on enjoyment, value and having the right assortment. Here's a look at how shoppers rate their experiences across these eight food-retailing channels. Based on past 30 days shoppers and top box "describes me very well".

