



# ONLINE GROCERY SHOPPING: THE FRESH FACTOR

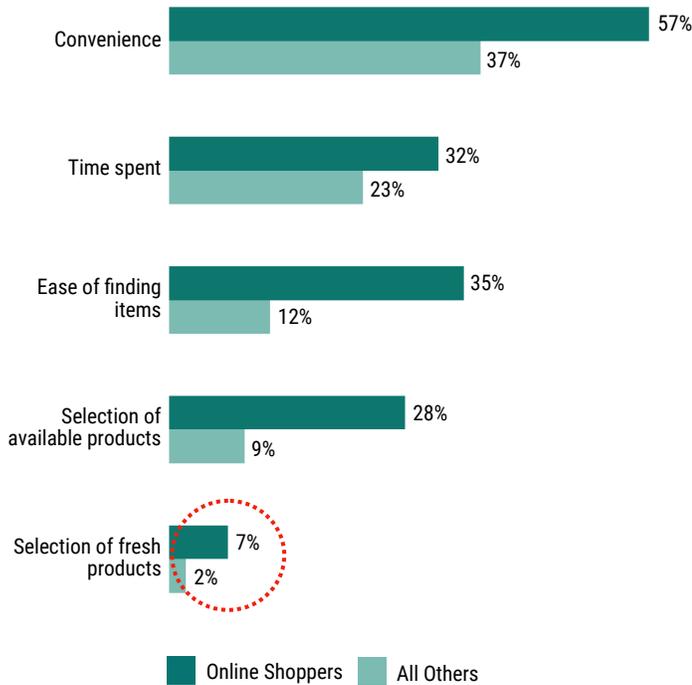
Online shopping has been growing steadily since 2012, yet so far, online grocery shopping seems to be an addition rather than a replacement. In fact, past-30-days online shoppers actually shopped in person at more grocery retailers than other shoppers. Online shoppers may simply be more engaged grocery shoppers or they may still prefer to shop for fresh products in person.

Among primary shoppers, only **8%** shopped for groceries online in the past 7 days

## PERCEPTION GAP

Online shoppers are much more positive about most aspects of online grocery shopping than other shoppers. Yet neither group has a favorable view of the **selection of fresh products** online.

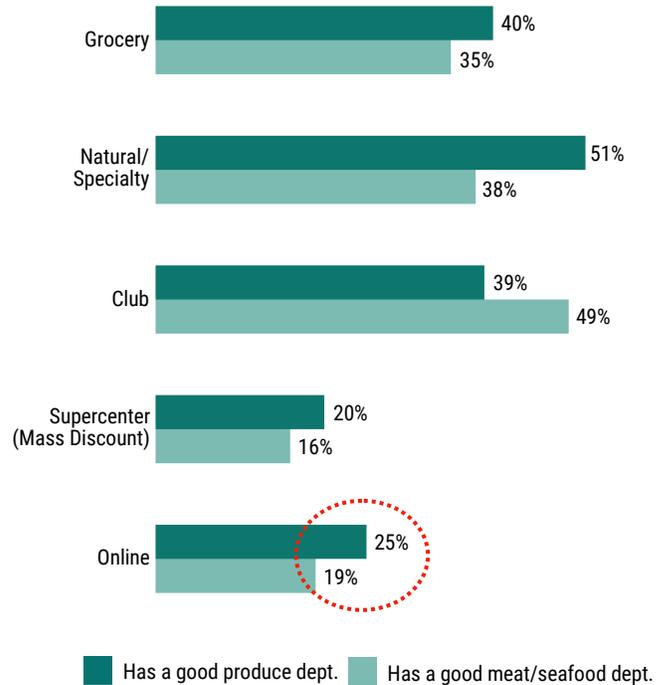
### Online Grocery Shopping Is Better for...



## "FRESH" IS A BARRIER TO OVERCOME

Online competes with in-person retailers across the spectrum of food retailing channels. Shoppers perceive online's fresh departments only slightly better than Supercenter and well behind those of Grocery, Natural/Specialty and Club channels.

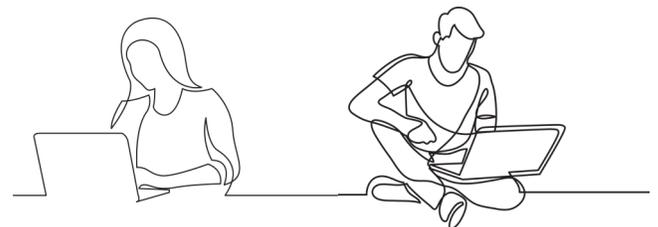
### Has a Good Produce or Meat/Seafood Department (Top box—Describes Very Well)



Among consumers with **no** online orders in past 3 months



of these shoppers say they **don't** want to buy fresh produce, meat or seafood online



Source: Food Shopping in America 2017 report

With more options than ever before, including an expanding array of online food retailers, how do consumers shop for food today? With competition for consumers' food dollars and eating occasions so fierce, what can food and beverage retailers do to attract and retain shoppers? Learn more: [Food Shopping in America 2017](#) report.