

ONLINE v. IN-PERSON *Grocery Shoppers*

The sun has now risen on a new era of online grocery shopping. Purchasing foods and beverages online is a direct departure from the traditional boundaries of how things used to get done. The Hartman Group's **Food Shopping in America** report explains the differences between online and in-person shoppers and provides insights into the growth potential for the online grocery channel. Here's a sampling of insights about online vs. in-person food shopping.

Room to Grow



Online Grocery Shoppers Are Very Different From In-Person Shoppers

A majority of shoppers view the online channel as the more convenient and time-saving channel, but believe that they can get better fresh products and services by shopping in-person.



Source: Food Shopping in America 2014 report, The Hartman Group