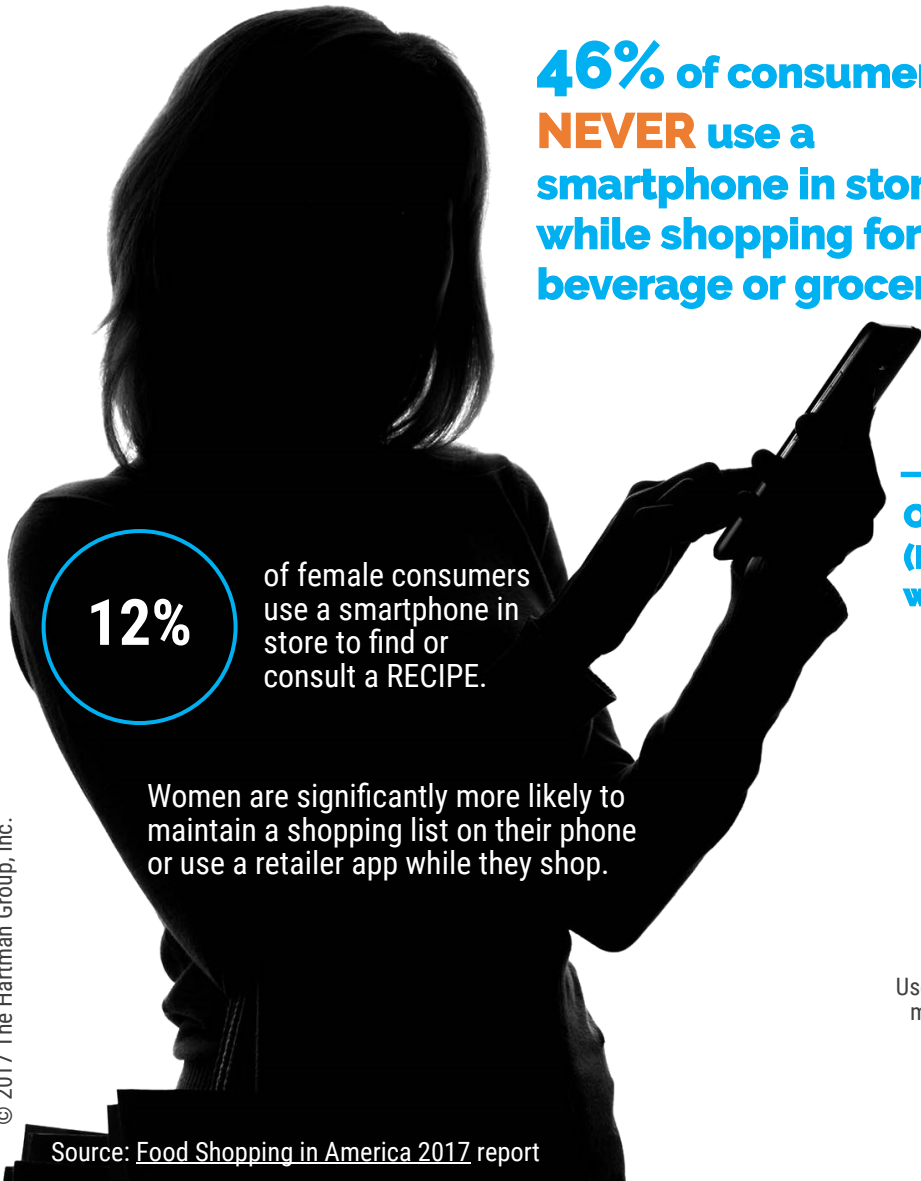


Smartphone Usage at the Grocery Store



46% of consumers **NEVER** use a smartphone in store while shopping for food, beverage or groceries.

12%

of female consumers use a smartphone in store to find or consult a RECIPE.

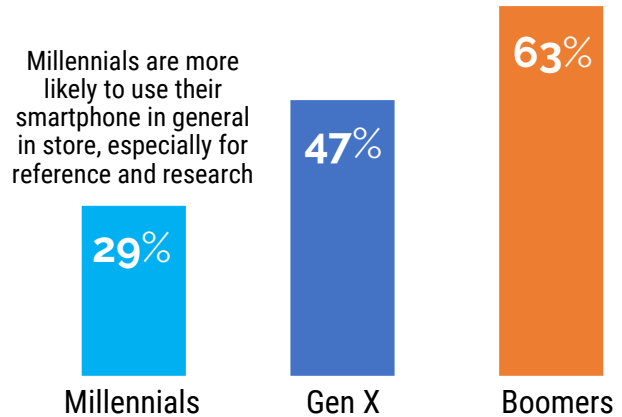
Women are significantly more likely to maintain a shopping list on their phone or use a retailer app while they shop.

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Source: Food Shopping in America 2017 report

Consumers Who NEVER Use a Smartphone in Store

Millennials are more likely to use their smartphone in general in store, especially for reference and research



Only 4% of consumers use a social networking site/app (Facebook, Twitter or Pinterest) on their smartphone in store while shopping for food, beverage or groceries.

Top Five Uses for Smartphones in Store

