

# THE DIGITAL SHOPPER'S JOURNEY

Field Agent conducted post-shop surveys with 451 online shoppers, immediately after they purchased at least \$30 of groceries/household consumables online for either local pickup or in-town delivery.

These insights originally appeared in Field Agent's special report, [The Digital Shopper...click to download.](#)

Reference numerical superscripts with the study legend at the bottom of the infographic.

## #1 PRE-SHOPPING

**55%** created a shopping list before going online

**12%** prefilled their digital shopping carts with planned purchases

Those who made a shopping list <sup>(1)</sup>

Those who did not make a shopping list <sup>(2)</sup>

**69%**

Made a handwritten shopping list



**67%**

Just remembered what they needed

**46%**

Repeated all or some purchases from the past

## Gathering Info & Savings BEFORE SHOPPING VS DURING SHOPPING

	Before Shopping Online	During Shopping Online
Inventoried kitchen cabinets/refrigerator	57%	38%
Took requests from household members	56%	43%
Searched for digital/paper coupons	21%	20%
Researched meal recipes	20%	13%
Looked through retailer's weekly ad/circular	18%	17%
Compared prices between online retailers	13%	12%
Researched nutritional info/ingredients	6%	16%
Read product reviews	2%	4%

## #2 SHOPPING ONLINE

**69%** shopped for & purchased everything in just one "sitting" or session

**10%** three or more sittings

**7%** "completed" some shopping through auto-refills

Top categories purchased today...

**65%** fresh produce

**65%** chilled dairy products

**38%** salty snacks

**34%** fresh meat

**33%** canned foods

**39%** did not buy fresh produce because they prefer to inspect it in-person <sup>(3)</sup>

**36%** plan a store trip to purchase fresh produce <sup>(3)</sup>

**57%** bought mostly what was on their shopping list today <sup>(1)</sup>

**29%** bought only what was on their list <sup>(1)</sup>

**65%** made at least one unplanned purchase today

Top unplanned purchases made today... <sup>(4)</sup>

**31%** fresh produce

**23%** salty snacks

**18%** frozen meals

**14%** candy/chocolate

## #3 POST-SHOPPING

**59%** were completely or very likely to make an in-store trip to complete shopping

**22%** not very/not at all likely

Top reasons for making in-store visit... <sup>(5)</sup>

**37%** need to buy items from a different retailer

**33%** don't like buying certain items online

**33%** want to take advantage of sales/coupons

**24%** forgot something while shopping online

**22%** some items online were unavailable

**70%** will buy fresh produce on their additional store visit <sup>(5)</sup>

**84%** were completely or very satisfied with their designated pickup/delivery time slots

**62%** checked receipt/order confirmation for accuracy

**35%** checked pickup or delivery status

**8%** saved some or all of today's purchases to make it easy to repeat the purchases in the future

1 - Among shoppers who used a shopping list (n = 247)

2 - Among shoppers who did not use a shopping list (n = 204)

3 - Among shoppers who did not buy fresh produce online (n = 159)

4 - Among shoppers who made unplanned purchases (n = 294)

5 - Among shoppers who will make an additional in-store trip to complete their shopping (n = 352)

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