

FIELD AGENT PRESENTS

VOL. III

GROCERIES 2.0



Summer 2019

Digital Grocery: It's Here to Stay

A lot has changed since 2015 when Field Agent published the first edition of its *Groceries 2.0* report.

At the time, we could sense a groundswell of optimism and expectation forming around alternatives to traditional grocery-shopping, yet the innovation and infrastructure to deliver on such potential was only beginning to form. And, besides, it was uncertain whether retailers or, more importantly, shoppers would ever embrace new, digital methods of shopping for groceries, in particular “fresh” groceries.

Somewhat quaintly in retrospect, the front-cover of the first *Groceries 2.0* report quoted Dan Mitchell of *Fortune* magazine, who wrote, **“If any industry is ripe for disruption by online shopping, it should be the grocery business.”**

In just the span of a few years, most of us are no longer asking whether the industry and its customers will accept digital alternatives to traditional grocery-shopping. We’re now asking, “Just how deep will the disruption go?”

And indications suggest...pretty darn deep. Consider, just over the last few years we’ve witnessed...

- **Walmart’s grocery-pickup business swell to some 3,000 stores by the end of this year**
- **Instacart and other third-party services partner with an ever-growing number of retailers to deliver fresh groceries to homes across the country**
- **Retail titans like Kroger, Amazon, and Walmart crank up driver-less grocery-delivery programs**

Yeah, consider the grocery business disrupted. Past tense. But, now, retailers, brands, and customers alike are trying to find their bearings on the new grocery-retail landscape—and the ground keeps moving under their feet.

Our latest installment of *Groceries 2.0*, volume number three, offers a fresh look at “the rise of online grocery-shopping.” The pages to come contain fully updated data and more than a few new storylines, reflecting some of the most recent developments in digital-grocery.

From grocery-pickup to grocery-shopping with smart speakers, cashier-less technology to the “internet of shopper marketing,” ***Groceries 2.0, Vol. III* provides a tour of the new digital-grocery ecosystem from the perspective that matters most: the shopper’s.**

So turn the page, dig-in, and make the most of this deep-dive into digital-grocery.

It’s here to stay.





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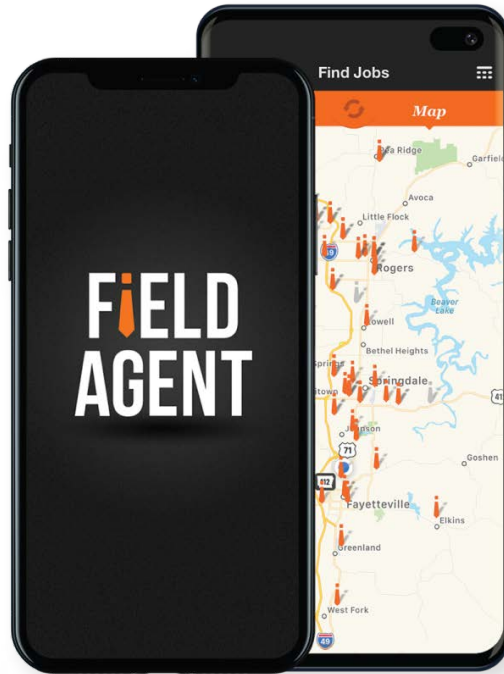
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About Field Agent

Field Agent crowdsources the smartphones of everyday shoppers across the United States and six other countries to equip brands, retailers, and other businesses with fast, affordable retail information, shopper insights, and digital product demonstrations.

Our best-in-class retail-auditing, mystery shopping, market research, and influencer-marketing services combine crowdsourcing efficiency with cutting-edge technology to help companies succeed in business.

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Digital-Grocery: The State of Things

Wide, but not necessarily deep.

That's what our research is telling us about the current state of online grocery-shopping.

In June 2019, Field Agent surveyed 3,342 primary grocery-shoppers, that is, individuals primarily responsible for their household's grocery-shopping. All respondents were smartphone-owners and Field Agent app-users.

In all, when calculated cumulatively, 52%, of respondents said they use at least one of the following online grocery-shopping options: curbside pickup, in-store pickup, fresh delivery, and/or package delivery.

That's the majority, folks.

But the question is, how deep does their usage go?

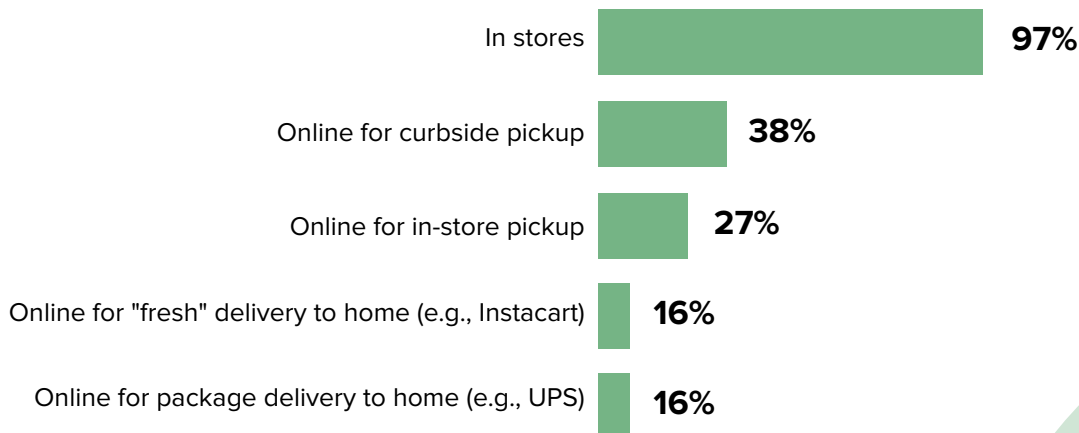
Significantly, among just online grocery-shoppers in our survey (n = 1,750), only 22% are buying more than half their groceries online.

In other words, while more shoppers these days are dabbling in digital-grocery, it appears relatively few have actually gone all-in.

There's a reason why, according to the *Wall Street Journal*, online purchases still account for only about 5% of total U.S. grocery sales. Meet one reason: **A comparatively small number of shoppers have moved the majority of their grocery purchases online.**

How do you currently shop for groceries?

N = 3,342 primary grocery-shoppers



***52% use at least one online grocery-shopping option above**





So which grocery-retailers are excelling in the digital-grocery space? Well, if digital-grocery is a hill, Walmart is currently king of it.

As the chart shows, of primary shoppers who purchase groceries online (n = 1,750), **8 out of 10 said they buy groceries online through Walmart**. At 35% and 29%, Amazon and Target take second and third place, respectively.

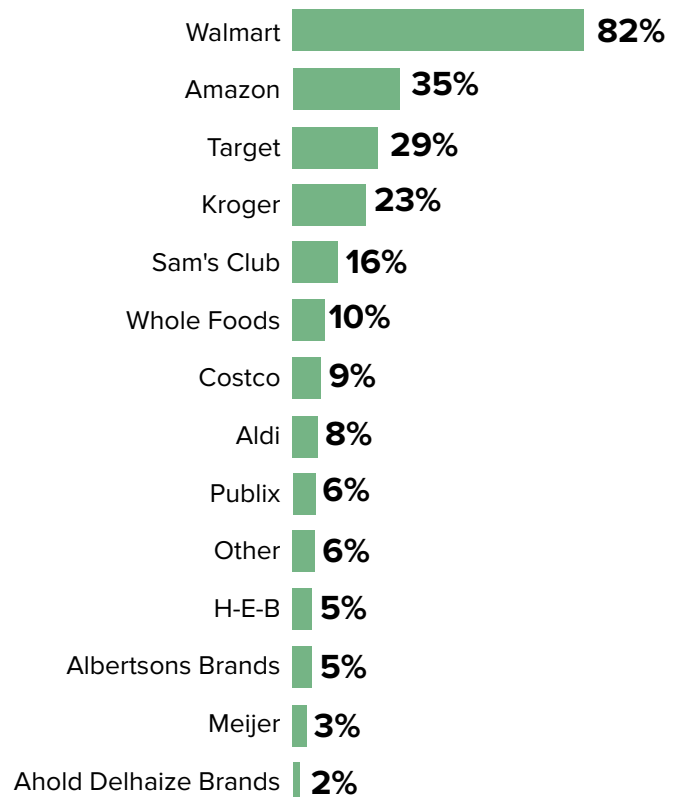
Of course, not all retailers are growing their digital-grocery business totally in-house; many are partnering with (or even buying) third-party delivery and pickup services to fulfill online grocery-orders.

Among primary shoppers who purchase groceries online (n = 1,750), **17% in our survey said they shop for groceries through Instacart (regardless of retailer)**, while 7% use Postmates and 7% Shipt. Also, 4% reported using Jet.com and 2% Peapod.com, both pure-play online retailers.

Clearly, the storyline here revolves around Walmart's dominance in this quickly-growing space.

Where do you make online grocery purchases?

n = 1,750 online grocery-shoppers



Agent Photo

17% in our survey said they shop for groceries through Instacart (regardless of retailer), while 7% use Postmates and 7% Shipt.

Are You Ready for GEN Z Grocery Shoppers?

They're coming...and they have big appetites.

Will Gen Z shop for groceries like their parents?

Who are their favorite grocery retailers?

What are their preferred grocery-shopping methods?



[Download the Free Report](#)

Attitudes Toward Digital-Grocery

But how do Americans feel about all this innovation and change in grocery-retail? Are they meeting new grocery-shopping methods with open arms, or doubling-down on conventional ways of buying groceries?

Of 3,342 primary grocery-shoppers in Field Agent's survey, **63% said they agree with the statement "I want retailers to develop alternatives to traditional, in-store grocery shopping."** Compare this with only 12% who disagree.

The bar chart, too, is telling. Combined, almost three-quarters of respondents are already buying groceries online (52%) or say they're at least open to the possibility (21%).

And what about the future? The *Wall Street Journal* reports that online purchases of groceries are growing at a clip of about 40% annually.

In our survey, 66% of primary shoppers said they expect to be buying more of their groceries online within the next five years. Indeed, 21% say "much more," while only 6% say less.

Altogether, the data suggest most grocery-shoppers are feeling bullish about digital-grocery.

66% of primary shoppers said they expect to be buying more of their groceries online within the next five years

The Kroger-Walgreens Pickup Partnership

See what happens when a grocery chain and drug-store chain partner on a pickup service.

[Read the Article](#)

Which statement best describes you with regard to online grocery-shopping?

N = 3,342 primary grocery-shoppers

I currently make at least some grocery purchases online



I don't really purchase groceries online BUT I'm open to the possibility



I don't really purchase groceries online and I'm not particularly eager to start



I will NEVER buy my groceries online



Agent Screenshot

Digital-Grocery: Shopper Concerns

As seen, more than half of respondents, 52%, said they currently shop for groceries online at least occasionally, and 66% expect to be buying more groceries digitally within the next five years. **But despite these rosy prospects, why have Americans been slow to "go deep" with online grocery-shopping?**

We asked 3,342 primary grocery-shoppers to identify their “primary concerns with shopping for groceries online.” Below we present the top 10 results.

The results have remained largely consistent over the first three editions of *Groceries 2.0*, dating back to 2015. From the outset, shoppers have not been particularly comfortable letting others select their groceries, especially their fresh produce.

While 58% of shoppers in general say they’re concerned about “not being able to personally pick out groceries,” the number is even higher among shoppers who are relatively closed to grocery-shopping online (i.e., shoppers who are not eager to start or say they will never start; n = 911). Of these digital-grocery skeptics, 69% cite grocery quality/freshness as a major concern.

Moreover, many shoppers worry they’re spending more by grocery-shopping online—missing in-store sales, losing opportunities to use coupons, and the like. And, of course, fees and minimum purchases only add to their angst about spending more.

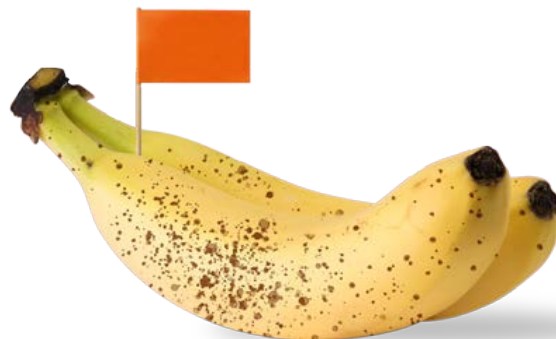
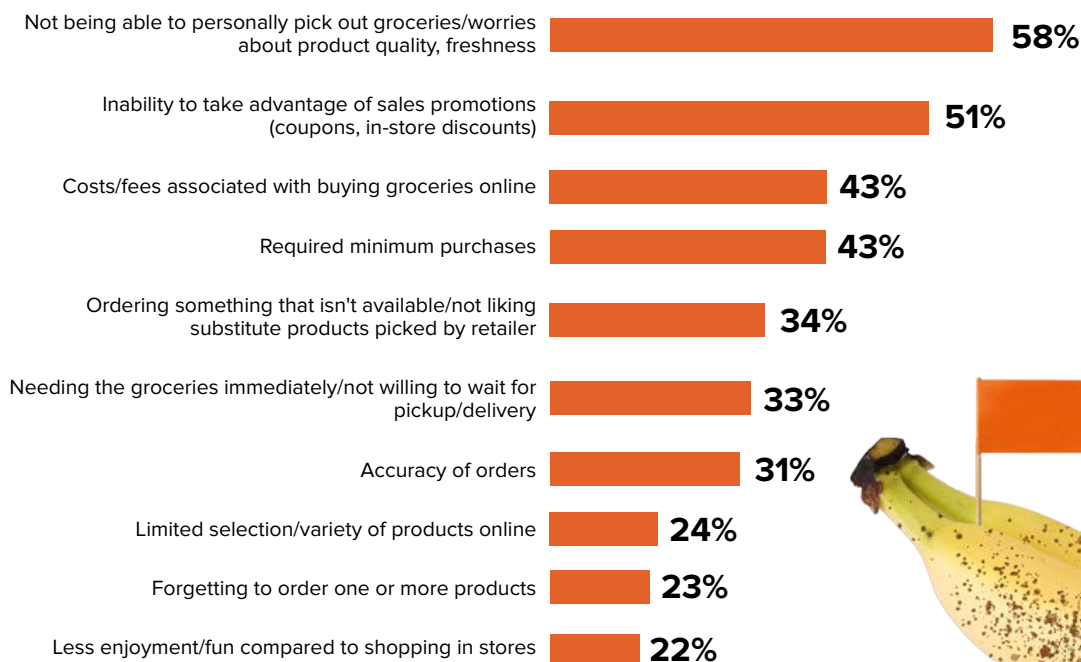
I would purchase groceries online if I could take advantage of sales and coupons. - Shopper quote

In summary, the two nuts digital-grocery professionals are still trying to crack:

- 1. Concerns about grocery quality, freshness (i.e., someone else selecting groceries)**
- 2. Perceptions about spending more for groceries online**

What are your primary concerns with shopping for groceries online?

N = 3,342 primary grocery-shoppers



Case-in-point. Field Agent presented shoppers, those even a little likely to shop online for groceries (n = 3,012; excluding those who say they'll never buy groceries online), a basket of 15 common grocery-store goods. We then asked, "Which of the following would you be at least moderately likely to buy online?"

A clear pattern emerges: durable, packaged, non-perishable items at the top; delicate, non-packaged, perishable items toward the bottom.

Notably, the percentages below reflect only those who actually purchase each item.

A whopping 37-point difference separates the "most likely" online purchase (feminine hygiene) from the "least likely" (fresh tomatoes). Perhaps women like the added privacy of purchasing feminine-hygiene products online, but what we know is:

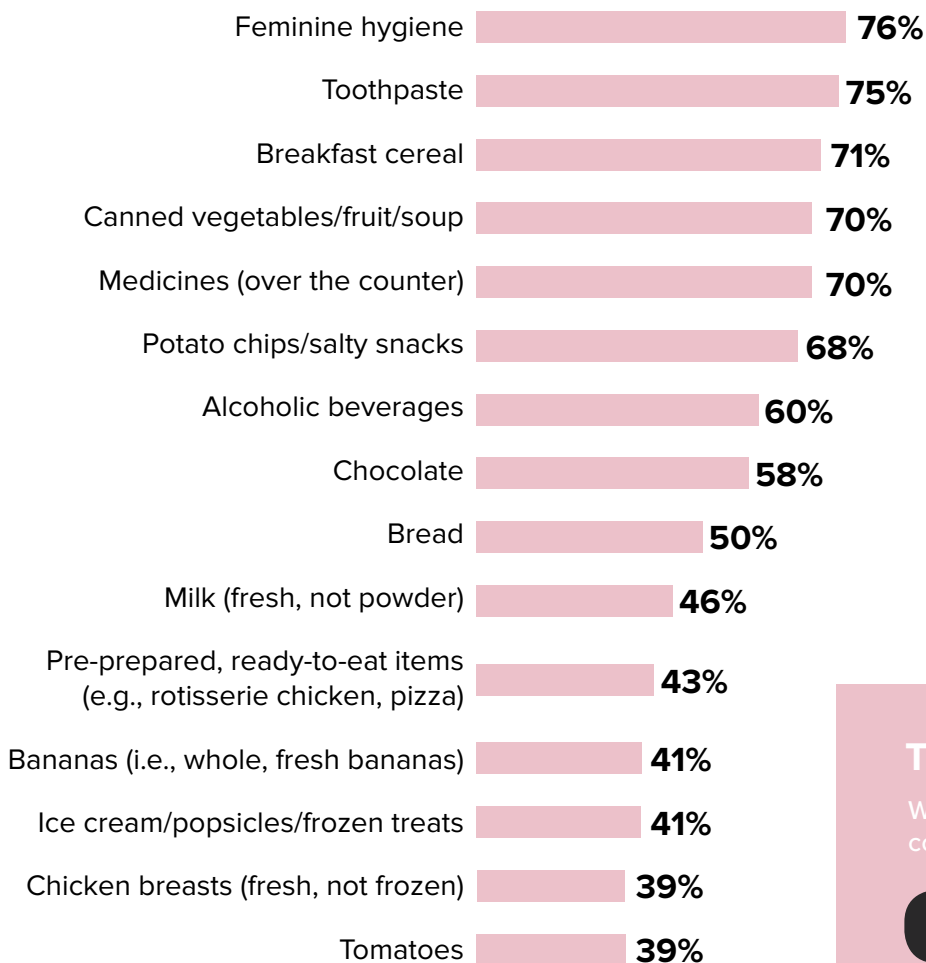
Shoppers don't yet trust digital-grocery for delivering on freshness.

When it comes to fresh meat and vegetables, I would not want someone else picking them out.

- Shopper quote

Which of the following would you be at least moderately likely to buy online?

N = 3,012 primary grocery-shoppers at least a little likely to buy groceries online



Agent Photo

These Brands are in the Bag

Which CPG brands do women most commonly carry in their purses?

[Read the Article](#)

Digital-Grocery Spotlights

The following pages contain specific examples of how today's retailers are rethinking grocery-retail

Aldi-Instacart Grocery Pickup

Grocery Pickup & the Regional Grocer

Unbagging Grocery Deliveries

Walmart's Fast Lane Checkout

In-Store, Grocery-Retail Tech

Grocery Shopping with Smart Speakers





Aldi-Instacart Grocery Pickup

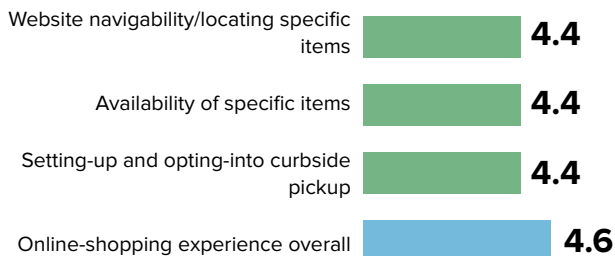
Aldi is known for its efficient, “no-frills” operations—the kind that generate extremely loyal followings among price-conscious shoppers. It’s been a simple but über-effective M.O. for the German retailer, which now operates more than 1,600 stores across the United States.

But, for Aldi and other retailers, the writing has been on the wall for some time: “Digital-grocery is here to stay.” Consequently, Aldi is now on the fast track to developing its own pickup and fresh delivery capabilities. It’s potentially a big move for the otherwise bare-bones retailer.

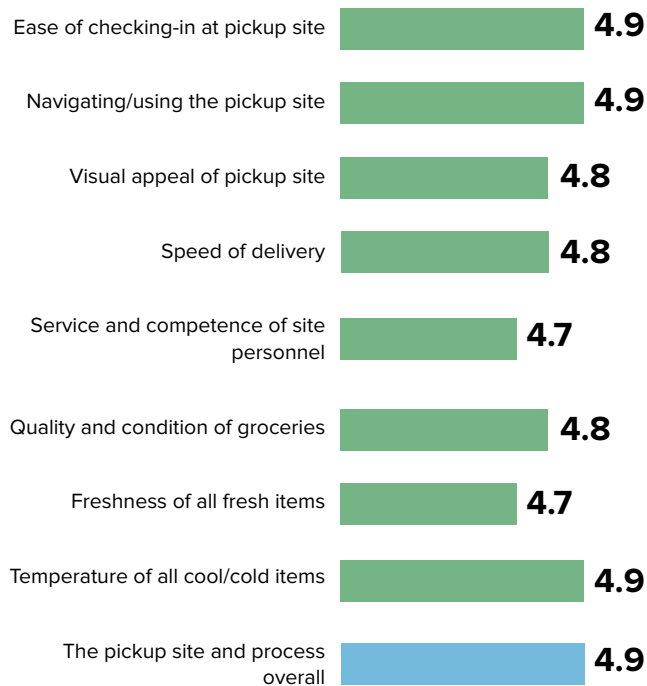
In partnership with Instacart, Aldi recently started testing curbside grocery-pickup at four stores in the greater Milwaukee, Wisconsin area.

Field Agent enlisted nine agents to try-out the new service, and to show us what it looks like from the shopper’s unique perspective. Take a look.

Rating the Aldi-Instacart online-shopping experience on a 5-point scale (N = 9):

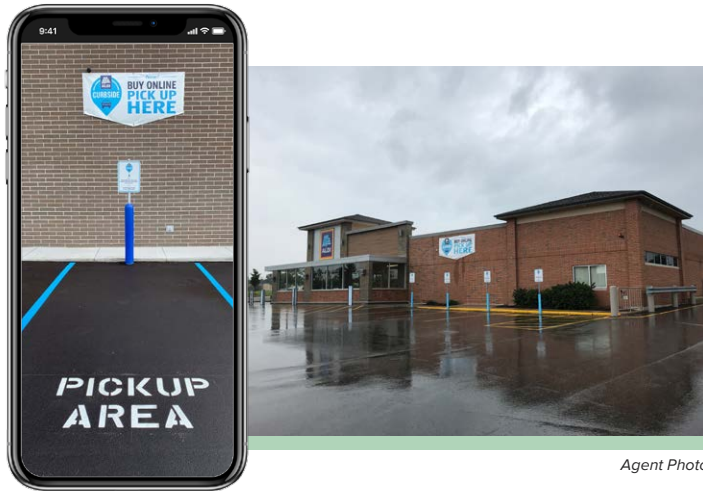


Rating the pickup site and process on a 5-point scale (N = 9):



Agent Photos

A Look-See: Aldi-Instacart Pickup



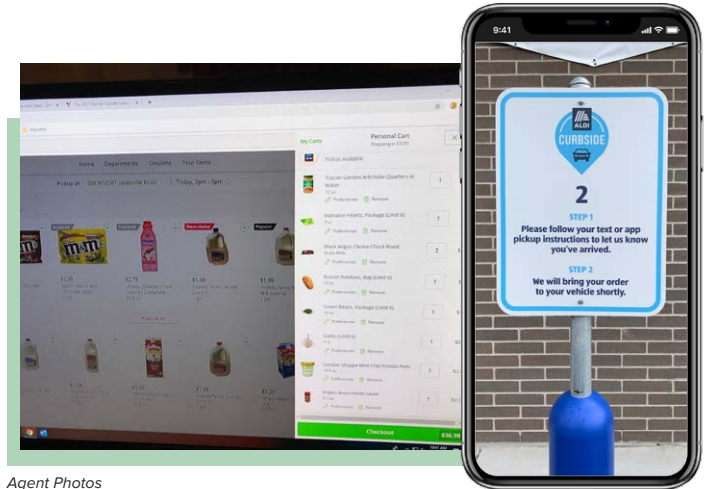
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I always shop at Aldi in-store but found the ease of ordering on Instacart surprisingly easy. It saved time and the hassle of shopping with kids.

- Shopper quote

Extremely easy to simply...order online and pull up for delivery to the car within a few minutes.

- Shopper quote



Agent Photos

Categorically Speaking

See how digital-grocery is impacting the impulse, "center store," and alcohol categories

[Download the Report](#)

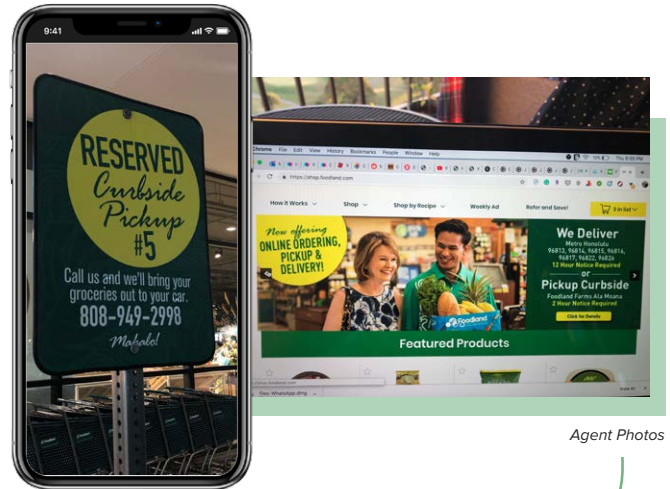


Grocery Pickup & the Regional Grocer

Grocery-pickup is of course a hot topic in the business media these days, with most of the headlines going to retail juggernauts like Walmart, Amazon, and, as we just saw, Aldi and Instacart.

This focus on retailers at the top of the feeding chain, while justified, may obscure a growing reality: **Many regional and local grocers are aggressively developing their own pickup operations.** Most of these small chains are partnering with third-party services like Instacart or Rosie to provide grocery-pickup.

To offer a glimpse at these largely-overlooked pickup services, Field Agent asked its agents to mystery shop the pickup operations of four regional/local grocers, from start (online shopping) to finish (inspecting groceries).



Agent Photos

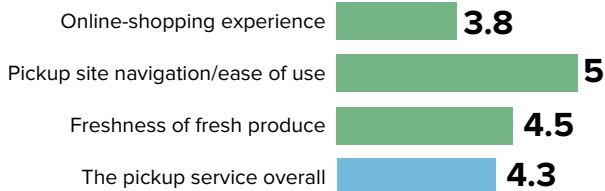
1. Buehler's Grocery-Pickup

Buehler's Fresh Foods presently offers online-shopping options, both pickup and fresh delivery, through four Ohio-based stores. The grocer's "Click, Load & Go" service is powered by Rosie.

I had someone at my car instantly when I pulled up to greet me and confirm what I was there for.

- Shopper quote

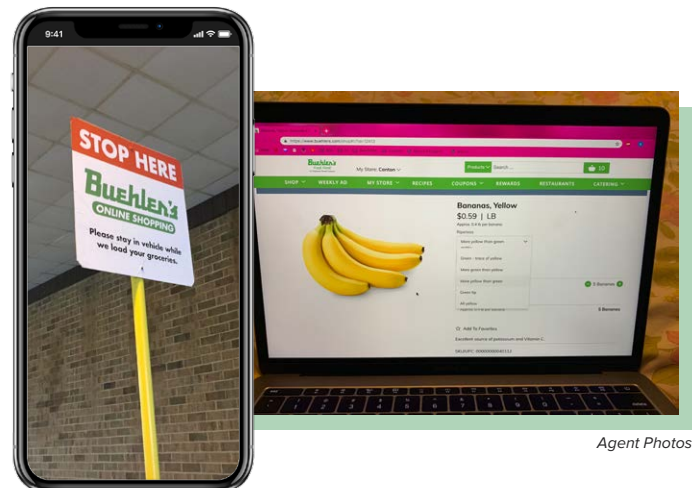
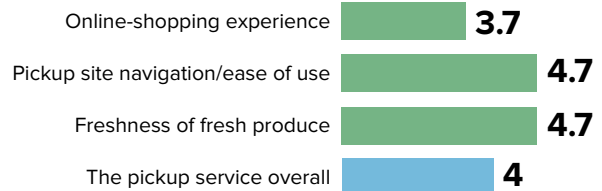
Shopper ratings on a 5-point scale (N = 4):



2. Foodland Farms' Grocery-Pickup

The Foodland Farms store at Hawaii's Ala Moana Center currently offers both pickup and fresh-delivery services. It's all part of the grocer's "Foodland to You" initiative, which does not appear to be affiliated with Rosie or Instacart.

Shopper ratings on a 5-point scale (N = 3):

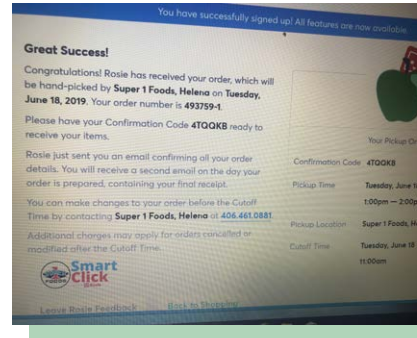


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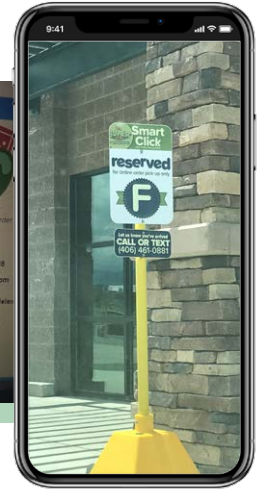
3. Rosauers' Grocery-Pickup

“Rosauers Online Express” is a pickup service available through three Spokane, Washington-based stores. Third-party service Rosie powers Rosauers’ online-shopping service.

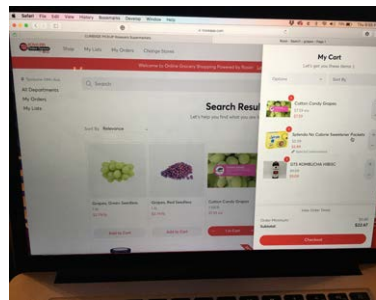
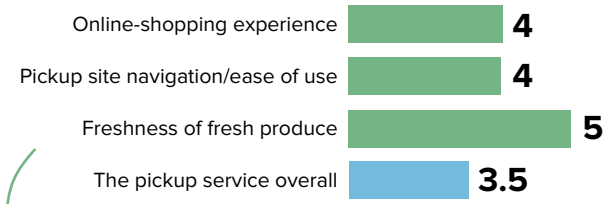
I would [use Rosauers' pickup] in the future because I am confident that it will get more fluid. - Shopper quote



Agent Photos



Shopper ratings on a 5-point scale (N = 4):



Agent Photos



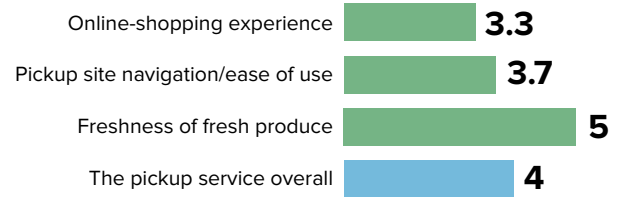
4. Super 1's Grocery-Pickup

Currently available through five stores in Montana and Idaho, “Super 1 Smart Click,” like Buehler’s and Rosauers, is a partnership with third-party service Rosie.

Super 1's service was much better, quicker and friendlier [than other pickup services].

- Shopper quote

Shopper ratings on a 5-point scale (N = 3):



Grocery-Pickup the Albertsons Way

Go inside the grocery-pickup and delivery process at Albertsons.

[Read the Article](#)



Agent Photos

Unbagged: Inspecting Grocery-Deliveries

Fresh grocery-delivery has taken center stage over the last couple of years, with names like Walmart, Amazon, Kroger, Target, Instacart, Postmates, and Shipt receiving the lion's share of attention. On several occasions, Field Agent has recruited shoppers to try various grocery-delivery services, from shopping online for groceries to, as you can see below, unbagging and inspecting groceries.

AmazonFresh Delivery



Jet Fresh Delivery



Albertsons Delivery



Walmart-Postmates Delivery

Instacart-Kroger Delivery

Grocery Retail. Delivered.

We keep *Endcaps & Insights* humming with insights, photos, and video about the latest developments in grocery retail.

Click below for a tasty sample of grocery-delivery features:



Subscribe to *Endcaps & Insights* to stay fresh on all things grocery-delivery

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Walmart's Fast Lane Checkout

Groceries 2.0 isn't just about online grocery-shopping. The present climate of technology, innovation, and "do or die" competition is also forging a new in-store experience.

Nowhere is this seen more clearly than the trend toward cashierless retail. Whether it's Amazon Go or 7-Eleven's Scan & Pay, retailers are aggressively experimenting with no-checkout modes for buying foods, beverages, and other items.

Walmart, for its part, recently launched another cashierless shopping method at a store in Toronto,

Canada. It's called Fast Lane, and it works hand-in-hand with the retailer's My Walmart mobile app. As pictured on the next page, Walmart shoppers first use the app to scan their groceries, then they scan a barcode at the store's Fast Lane station (below).

Field Agent Canada sent five agents to the Toronto-Stockyards Supercentre where they tried the My Walmart-Fast Lane service, capturing photos and screenshots along the way.



Agent Photo

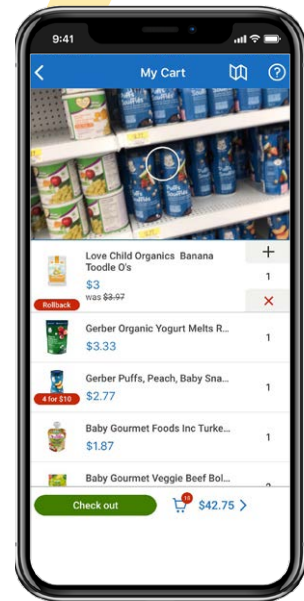


All five users said they prefer the new cashierless checkout-method over traditional checkout (i.e., with a clerk) or conventional self-checkout. Moreover, all five said they're completely likely to use Fast Lane again in the future.

My Walmart/Fast Lane received predominantly "excellent" ratings for scanning-speed, scanning-ease, checkout-speed, checkout-ease, and employee friendliness/competence.

Is there anything users didn't like? Ratings for "setting up the My Walmart app" were most mixed, with one rating the process as "good" (i.e., 3 on 5-point scale) and one as "poor" (1 on 5-point scale).

Overall, however, users were extremely positive about their experience. Fast Lane, yet one more manifestation of cashierless retail, is turning heads.



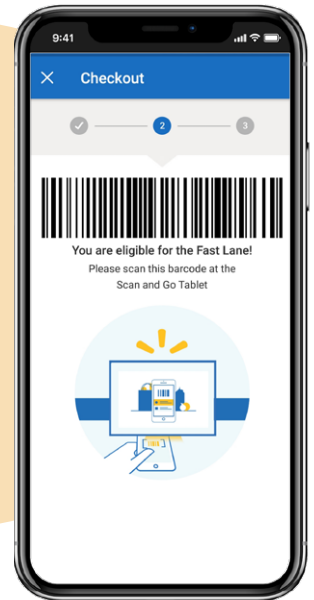
Agent Screenshot



How likely are you to use My Walmart/Fast Lane checkout again in the future?

100%
Completely Likely

N = 5



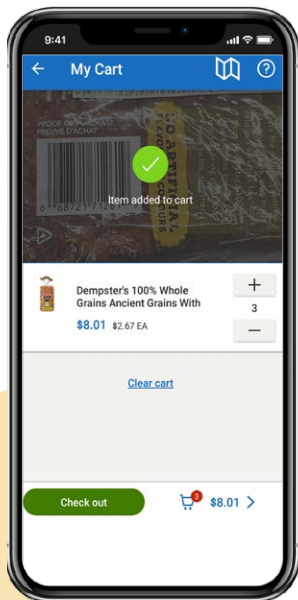
Agent Screenshot

After your experience today, which checkout method do you prefer when shopping at Walmart?

100%

My Walmart/Fast Lane

N= 5



Agent Screenshot



Brand New World

Based on surveys with thousands of shoppers, *Brand New World: Exploring the Critical Issues Facing Today's Brands*, takes an intense, data-driven look at the contemporary branding landscape



This free report examines shoppers' attitudes toward:

Private labels versus name brands

Online private label brands

"Off-brander" retail operations like Aldi and Lidl

Brand loyalty and brand-switching

[Download the Free Report](#)

In-Store, Grocery-Retail Tech

The Internet of Things (IoT) is revolutionizing the American household. No doubt about it.

But the IoT is also radically changing how retailers market and sell groceries. Call it the Internet of Shopper Marketing.

Field Agent partnered with *Path to Purchase IQ*, a new publication from the publishers of *Shopper Marketing*, to gather data, including photos, video, and shopper feedback, about nine cutting-edge, retail technologies inside stores today.

[Click here to read the full article from P2P IQ](#)

What do real shoppers think about all this new in-store hardware? Below we showcase just four in-store technologies, each being used to market and sell groceries.

1. Digital Shelves at Kroger

Microsoft-powered EDGE shelves offer a new take on grocery merchandising, and can even collect information about employee productivity, out of stocks, and shopper behavior.

Locations: QFC, Redmond, WA; Kroger, Monroe, OH

It overall provides a much cleaner and pleasing appearance. The paper tags are often torn and have a shabbier look to them. - Shopper quote

Shopper ratings on a 5-point scale (N = 5):



[Click for even more video and insights on Kroger's Digital Shelves](#)

2. Augmented Reality at Sam's Club Now

With a tablet computer (pictured on next page), kids can look for hidden treasures around the store, while parents learn about products.

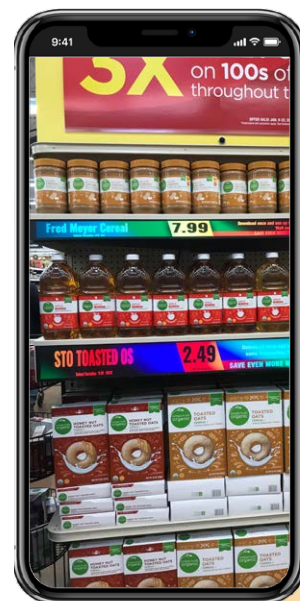
Location: Sam's Club Now, Dallas, TX

My niece loved the interaction [with the tablet] and how simple it was to use. She was blown away at how cool it was. It was fun and exciting. - Shopper quote

Shopper ratings on a 5-point scale (N = 5):



[Click for even more video and insights from Sam's Club Now](#)



Agent Photo

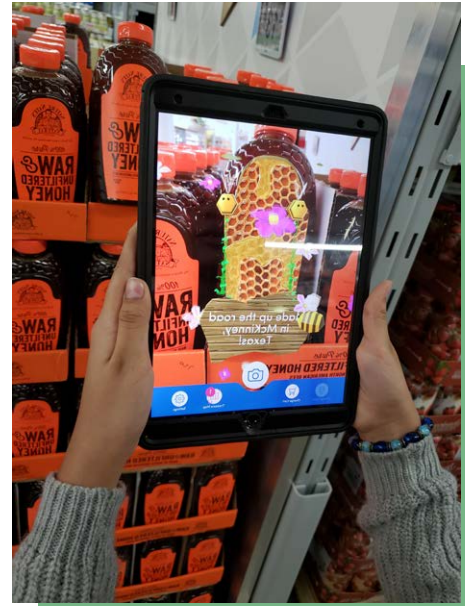
3. BevMo Voice Assistant

An on-shelf Amazon Echo makes whiskey recommendations to shoppers.

Locations: 5 BevMo locations in California

The on-shelf digital assistant is very useful for choosing the right type of whiskey for your taste. - Shopper quote

Shopper ratings on a 5-point scale (N = 5):



Agent Photos

4. Walgreens' Digital Coolers

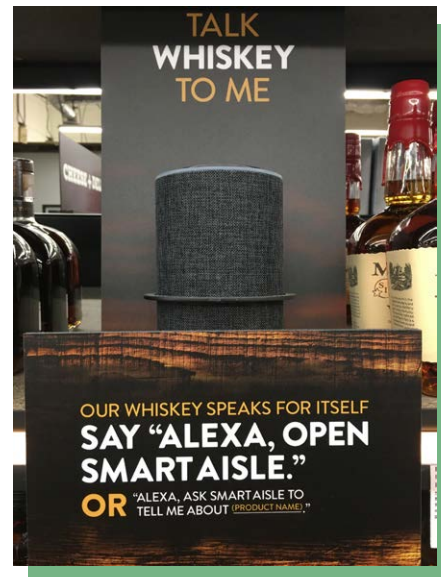
Digital, internet-enabled cooler and freezer doors show shoppers what's inside and can even tailor product recommendations to weather conditions or the shopper's gender.

Location: Walgreens stores in New York and Chicago

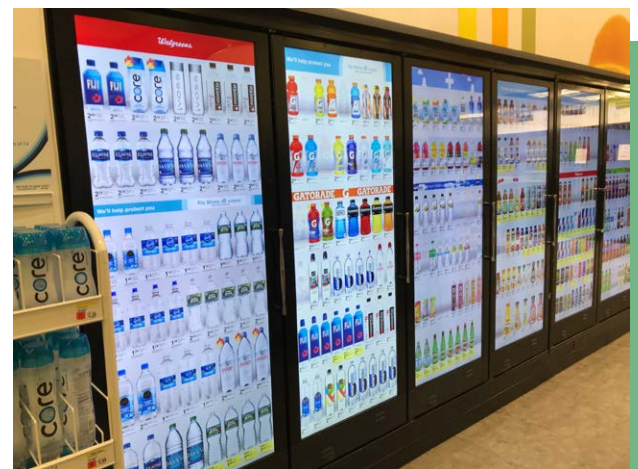
I thought that they were just so cool...I noticed that if products were out, they were not brightly lit...

- Shopper quote

Shopper ratings on a 5-point scale (N = 5):



[Click for even more video and insights on Walgreens' Digital Coolers](#)



Grocery Shopping with Smart Speakers



What's the state of grocery-shopping by smart speaker?

To get a gauge, Field Agent surveyed 1,115 Amazon Echo and Google Home owners. As the photos suggest, all respondents were required to submit a photo of their in-home Amazon Echo or Google Home, so we knew we were talking with bona fide smart-speaker owners.

While 95% of respondents said they use their smart speakers to play music, and 85% to ask basic questions about the weather, etc., **only 10% said they currently use their Amazon Echo or Google Home to make purchases of anything.** Likewise, another 10% say they use their smart speaker to add items to an online shopping cart, and 26% say they use their device to maintain a shopping list.

The chart shows the breakdown of smart-speaker purchases. Ultimately, only 31 out of 1,115 smart-speaker owners reported using the device to purchase packaged groceries, and even fewer—14 of 1,115—use it to buy “fresh” groceries.

Among respondents who *don't* make purchases via smart speaker (n = 1,009), 45% say they're apprehensive about voice shopping because they want to see products before buying them, and 44% say they don't like that you can't easily compare products/prices.

Thus, mystery is keeping many would-be voice shoppers on the sideline. That is, the mystery of not knowing exactly what they're buying...or wondering if they're spending too much.

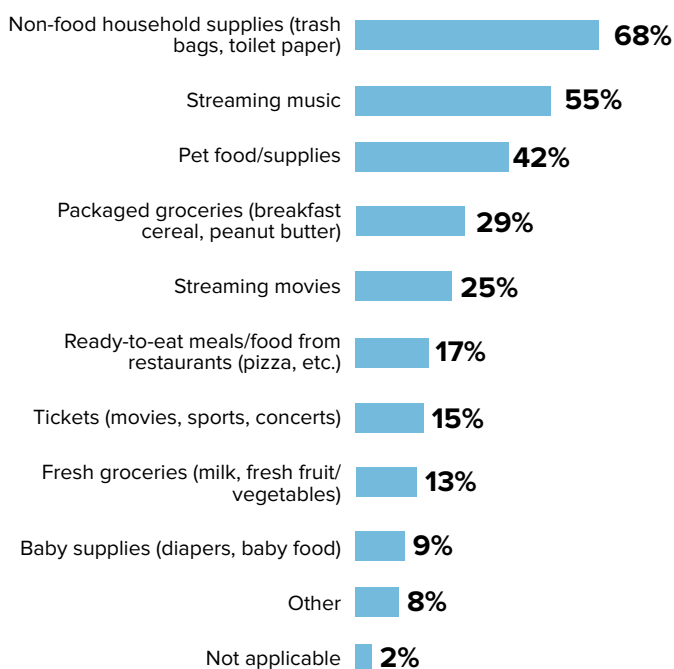
I'm nervous to use my smart speaker for shopping. For groceries I like to be in-store and select the item personally...make sure I'm buying products that are on sale. - Shopper quote



Agent Photo

What do you purchase through your Amazon Echo/Google Home?

n = 106 Amazon Echo/Google Home owners who make purchases through their smart speaker



But what about grocery-ordering, rather than grocery-purchasing? A new service from Walmart, Walmart Voice Order, lets smart-speaker owners add groceries to their digital shopping cart, even if it doesn't yet let them actuate a purchase.

In our sample of smart-speaker owners, we identified 575 respondents as current grocery-pickup or -delivery users. The survey asked these respondents to imagine their favorite grocery-retailer had developed a voice-app that lets them add groceries to their online shopping-cart, completely through their smart speaker, completely by voice. "Hey Alexa/Google, add Lucky Charms to my cart."

We then asked, "How likely would you be to use [this] service?"

The chart presents the results, which are somewhat more optimistic than what we've already seen. **In all, 38% of speaker-owning, digital-grocery users say they'd be completely or very likely to use a service like Walmart Voice Order, or that they're already using such a service.**

I think it would be an extremely convenient option that I would absolutely use.

- Shopper quote

Yet, overwhelmingly, the data suggest the path to grocery-shopping via smart speaker remains obstructed for retailers and tech companies trying to pioneer the space.

A few years into the game, smart-speaker owners are still wary about buying groceries sight unseen, especially when there is no screen to display potential purchases. Perhaps grocery-ordering, as opposed to grocery-purchasing, offers more short-term potential for companies exploring voice-shopping opportunities.

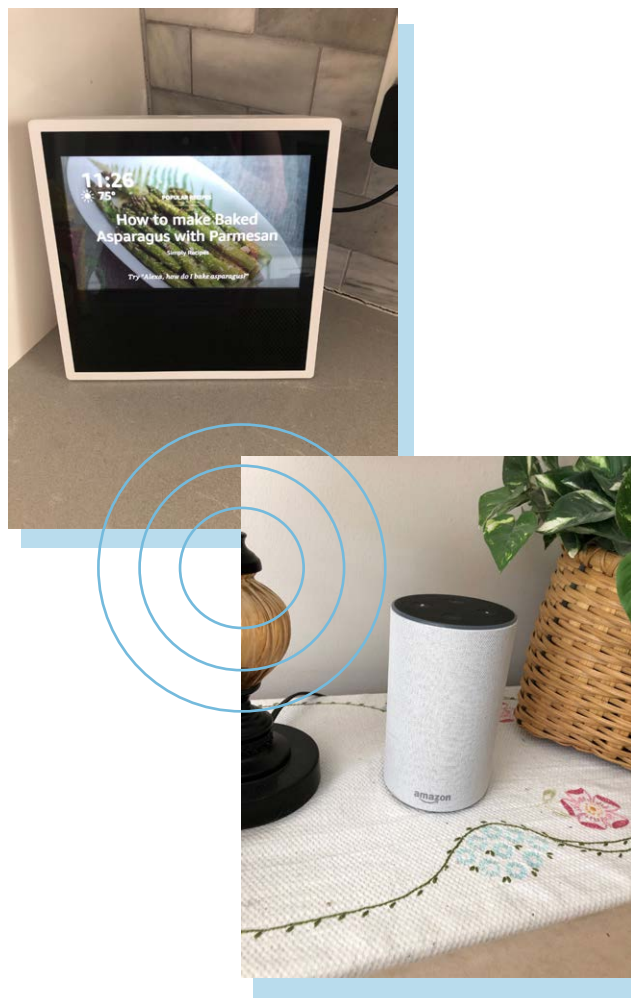
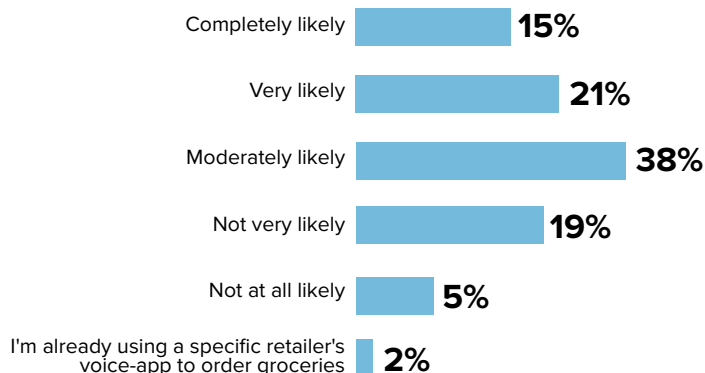
"Hey Google, Show Me Walmart Voice Order"

Experience Walmart Voice Order through the eyes and ears of real users

[Read the Article](#)

How likely would you be to use the service described?

n = 575 Amazon Echo/Google Home owners who use grocery pickup and/or delivery



Agent Photos

Go Inside the Minds of Today's Digital Grocery-Shoppers

Field Agent's special report, **"The Digital Shopper: Insights into Today's Most 'Connected' Customers,"** explores some of the pressing questions surrounding digital grocery-retail. Based on post-shop surveys with hundreds of online grocery-shoppers, the report even maps out the process of purchasing groceries online.



[Download it Now](#)

Checking Out: Lessons Learned

Your tour has now come to an end. So what have we learned about the current state of digital-grocery?

1: Wide, Not Necessarily Deep

More than half (52%) of primary grocery-shoppers in our survey said they're currently purchasing at least some of their groceries online. But "some," in most cases, really means "a little." Among online grocery-shoppers, only 22% buy more than half of their groceries digitally.

2: Going Deeper

But it's clear digital-grocery is here to stay. Sixty-three percent of grocery-shoppers say they *want* retailers to develop alternatives to traditional, brick-and-mortar retail, and 66% say they expect to be purchasing more groceries online within the next five years.

3: Cracking the Code

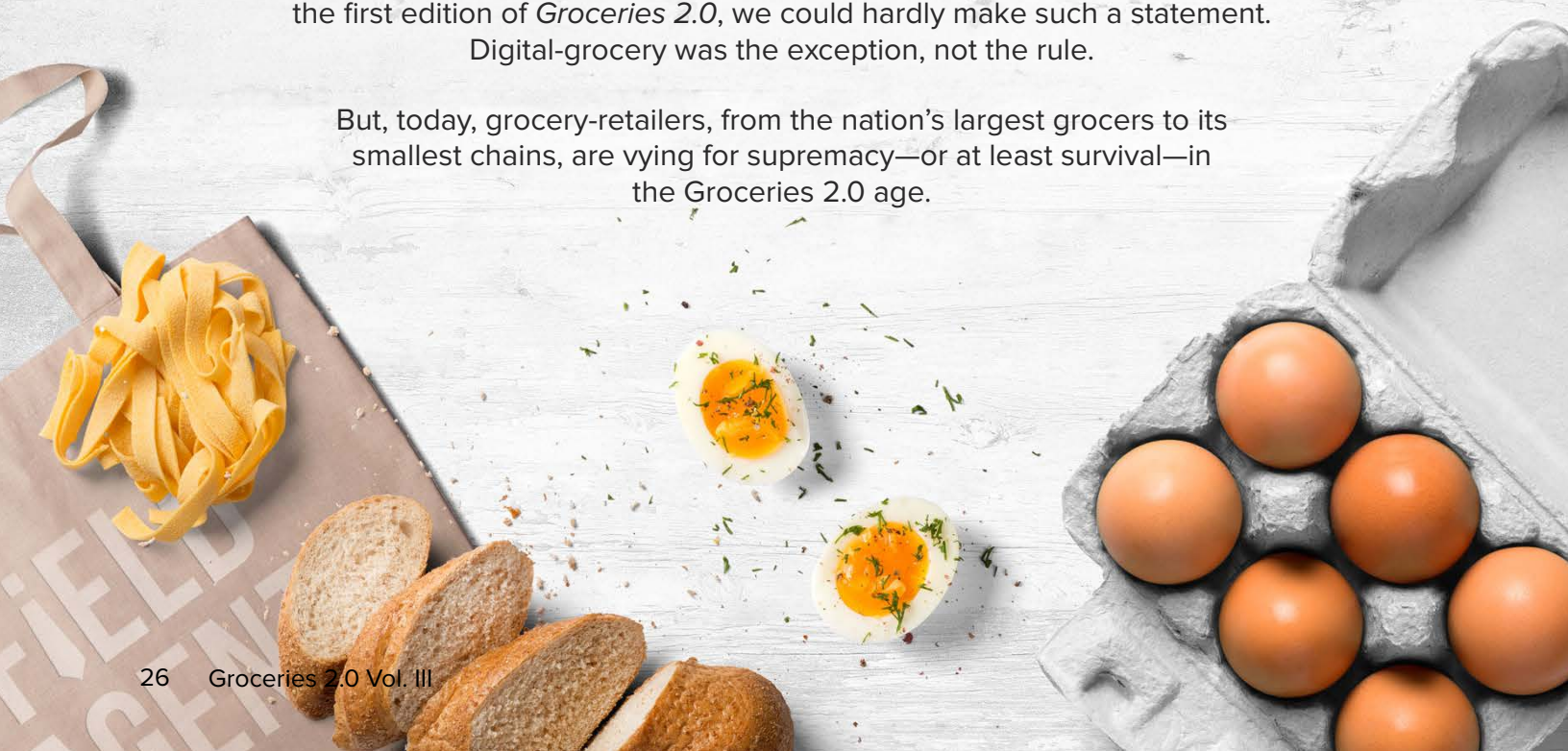
Retailers still have work to do. Shoppers have been slow to adopt digital grocery-shopping methods for two primary reasons: concerns about freshness (i.e., "I want to pick out my own fresh produce") and concerns about cost, including service fees, minimum purchases, inability to use coupons, and missing out on in-store sales.

4: Playing to Win

As the spotlights in this report suggest, retailers are "in it to win it." Digital-grocery, both online and in-store, is the most active battlefield in the larger war to win shoppers and their grocery dollars. Which is why we're witnessing unparalleled investment, innovation, and competition in digital-grocery capabilities.

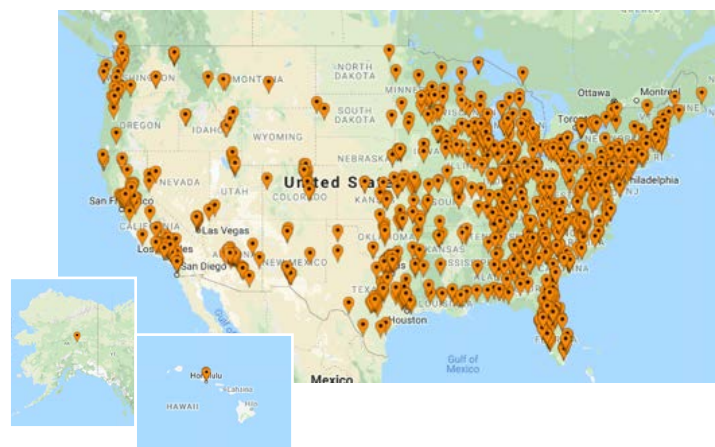
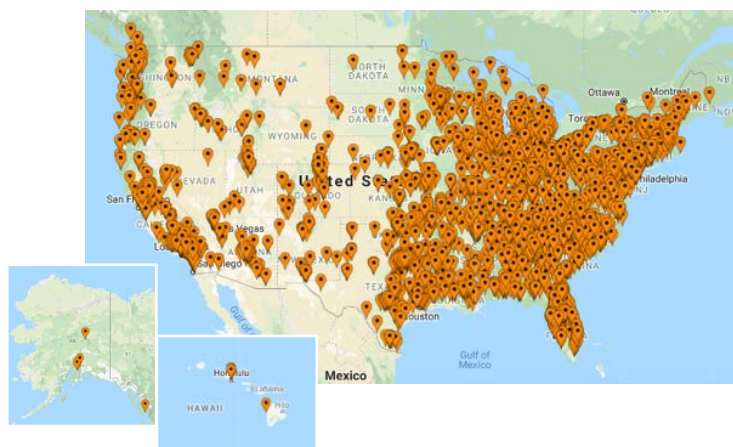
Broadly speaking, it's clear that digital-grocery has become a reality—not a possibility, not a plan, but a working reality. Five years ago, when we published the first edition of *Groceries 2.0*, we could hardly make such a statement. Digital-grocery was the exception, not the rule.

But, today, grocery-retailers, from the nation's largest grocers to its smallest chains, are vying for supremacy—or at least survival—in the Groceries 2.0 age.



Demos & Details

This report encompasses two shopper surveys and five user-experience studies, all conducted in June 2019. All respondents/participants were U.S. adults and smartphone-owners at least 18 years of age, and all surveys/studies were conducted entirely through the Field Agent mobile app.



General Shopper Survey (pp. 5-10)

Conducted June 5-11, 2019

N = 3,342 primary grocery-shoppers, or individuals primarily responsible for their household's grocery-shopping

Gender		Household Income	
Female	78%	< \$35K	26%
Male	21%	\$35-49K	19%
		\$50-74K	23%
		\$75-99K	15%
		\$100K+	18%
Age Range		Race*	
18-34	30%	Caucasian/White	63%
35-44	37%	Hispanic/Latino	17%
45-54	20%	African American/Black	14%
55+	13%	Other	6%

Smart Speaker Survey (pp. 23-24)

Conducted June 6-10, 2019

N = 1,115 Amazon Echo or Google Home "smart speaker" owners

Gender		Household Income	
Female	68%	< \$35K	17%
Male	32%	\$35-49K	17%
		\$50-74K	25%
		\$75-99K	18%
		\$100K+	23%
Age Range		Race	
18-34	36%	Caucasian/White	76%
35-44	36%	Hispanic/Latino	8%
45-54	18%	African American/Black	5%
55+	11%	Other	11%

*Data were weighted to reflect the racial proportions above. No other demo category was weighted.

Hungry for More Digital-Grocery Insights?

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Endcaps & Insights takes its mission seriously: Keeping you in the know about the latest developments in retail, including all things digital-grocery. Subscribe to *Endcaps & Insights* for a steady stream of insights, images, and video from the forward-edge of retail.

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