

grocery doppio  
powered by INCISIV

# State of the Industry: The Omnichannel Grocery Shopper

In partnership with

wynshop

## About this report.

Grocery Doppio surveyed shoppers and grocery executives to better understand the changing shopping habits, preferences and challenges faced by shoppers.

# 5136

Grocery shoppers surveyed

# 214

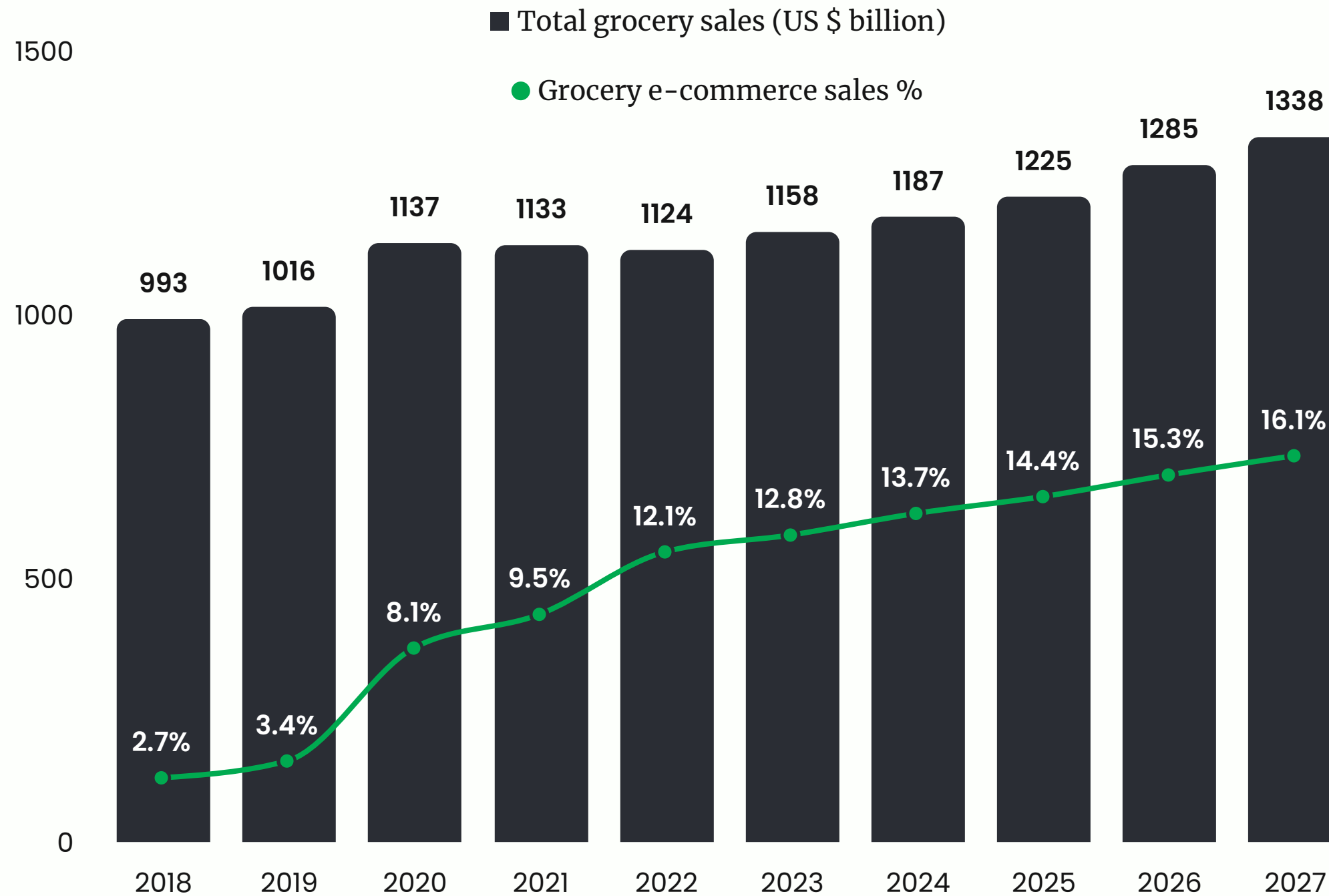
Grocery executives surveyed

Note: This report leverages data from other Grocery Doppio and Incisiv studies. Those statistics are called out on respective pages.



# Digital sales continue to rise.

16% of all grocery sales will be digital by 2027.



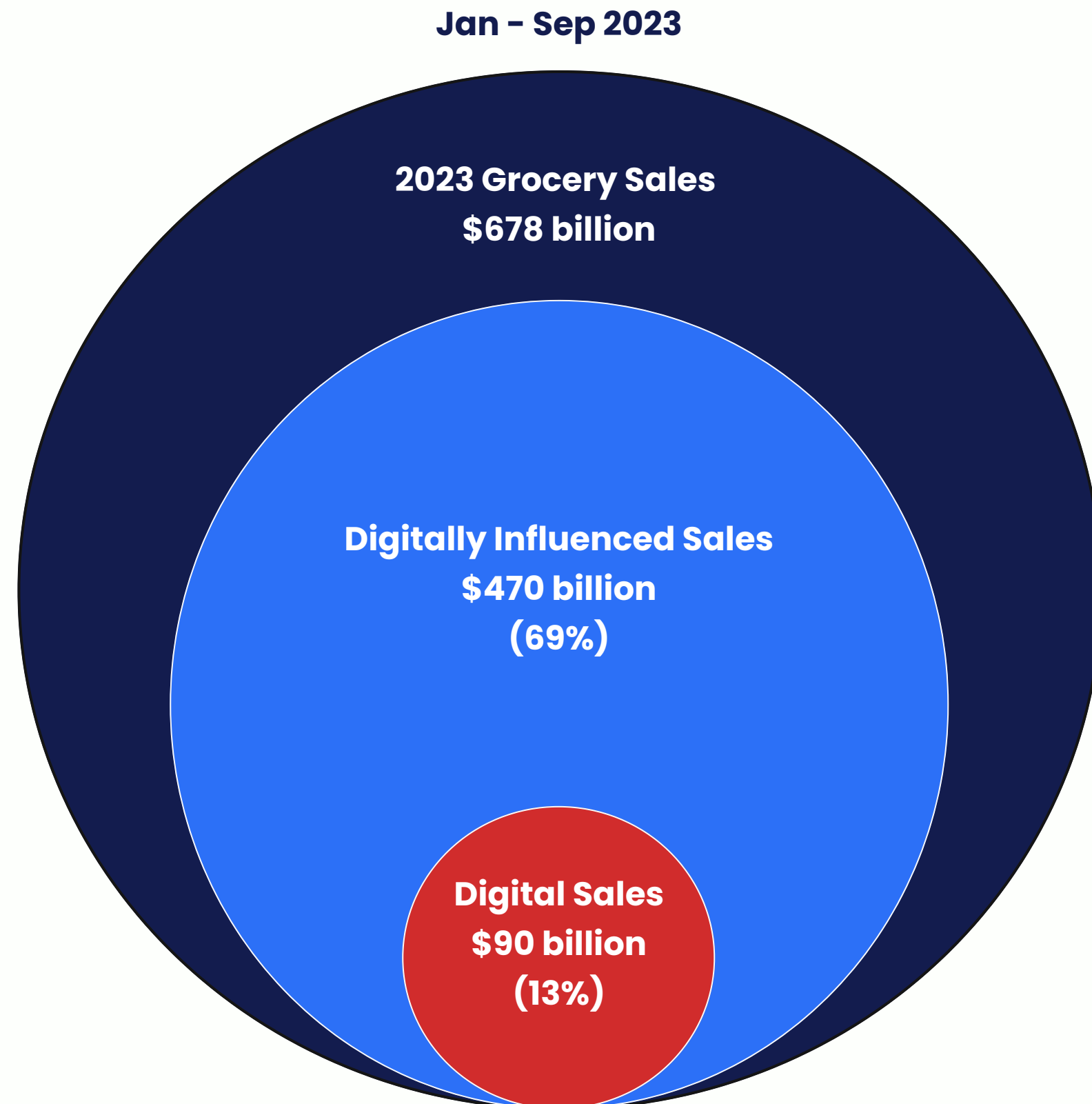
In the wake of the post-COVID era, digital grocery shopping continues to surge forward, poised to make a substantial leap from its 12.8% market share in 2023 to a projected 16% by 2027.

While the growth rate may show signs of moderation, this discovery underscores the lasting allure and swift expansion of online grocery shopping among consumers.

Beyond the initial wave of investments in enhancing customer-facing features and fulfillment options, retailers are now intensifying their focus on bolstering backend capabilities to optimize performance and pave the way for sustainable profitability.

# Grocery shopping is firmly Omnichannel.

69% of all grocery sales were digitally influenced.



Grocery shopping has undergone a remarkable transformation over the last 48 months. Digital sales have grown 3x, and there is a shift away from a singular focus on e-commerce.

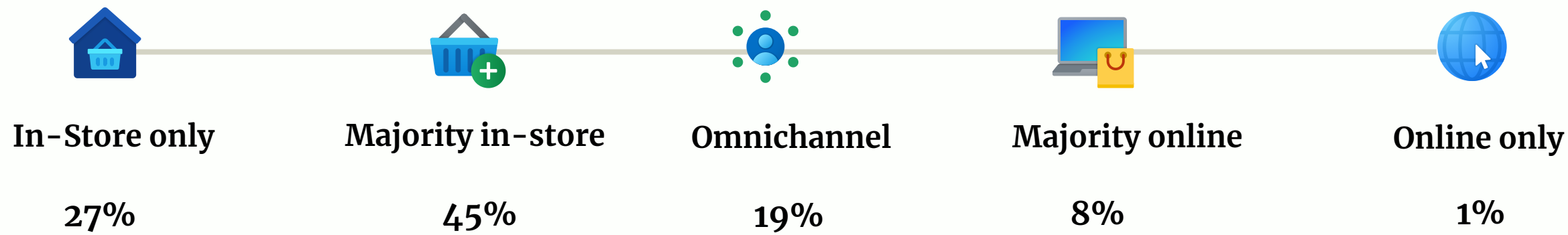
The majority of grocery sales in 2023 were digitally influenced (discovery, inspiration, order, pick-up, wayfinding, coupons, etc.).

Shoppers want to navigate seamlessly between online and in-store environments, and grocers must meet their diverse needs and preferences at every step of the journey.

# Shoppers have embraced omnichannel shopping.

73% of all grocery shoppers shopped online in 2023.

## Grocery Shopper Segments



## Shopping Trips

Segment	Store	Digital
In-Store only	100%	0%
Majority in-store	87%	13%
Omnichannel	79%	21%
Majority online	38%	62%
Online only	0%	100%

Shoppers of all ages are increasingly adopting a hybrid shopping approach, combining the convenience of online purchases with in-store visits tailored to specific needs.

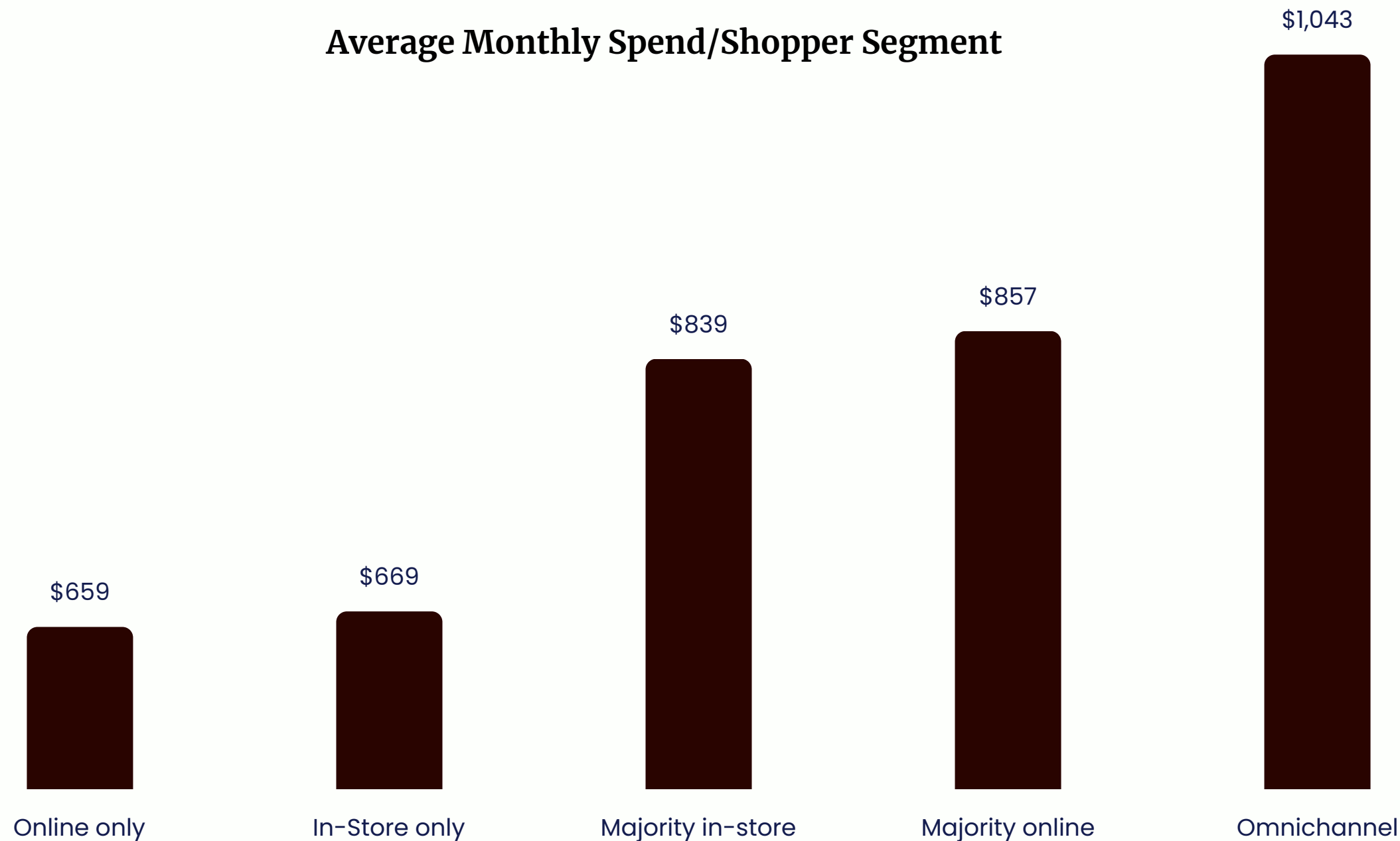
This trend reflects a nuanced consumer landscape where flexibility and choice play pivotal roles. Shoppers seek to optimize their shopping journeys, making use of digital channels for convenience while valuing physical stores for sensory and immediate purchase experiences.

Grocers have to improve their understanding of shopping missions and intentionality to make sure that their experience.

# Omnichannel shoppers are more valuable.

They spend 1.5x more than single channel shoppers.

Average Monthly Spend/Shopper Segment



Average Monthly Spend / Shopper Segment

Shoppers select their shopping channel based on the purpose of their trip.

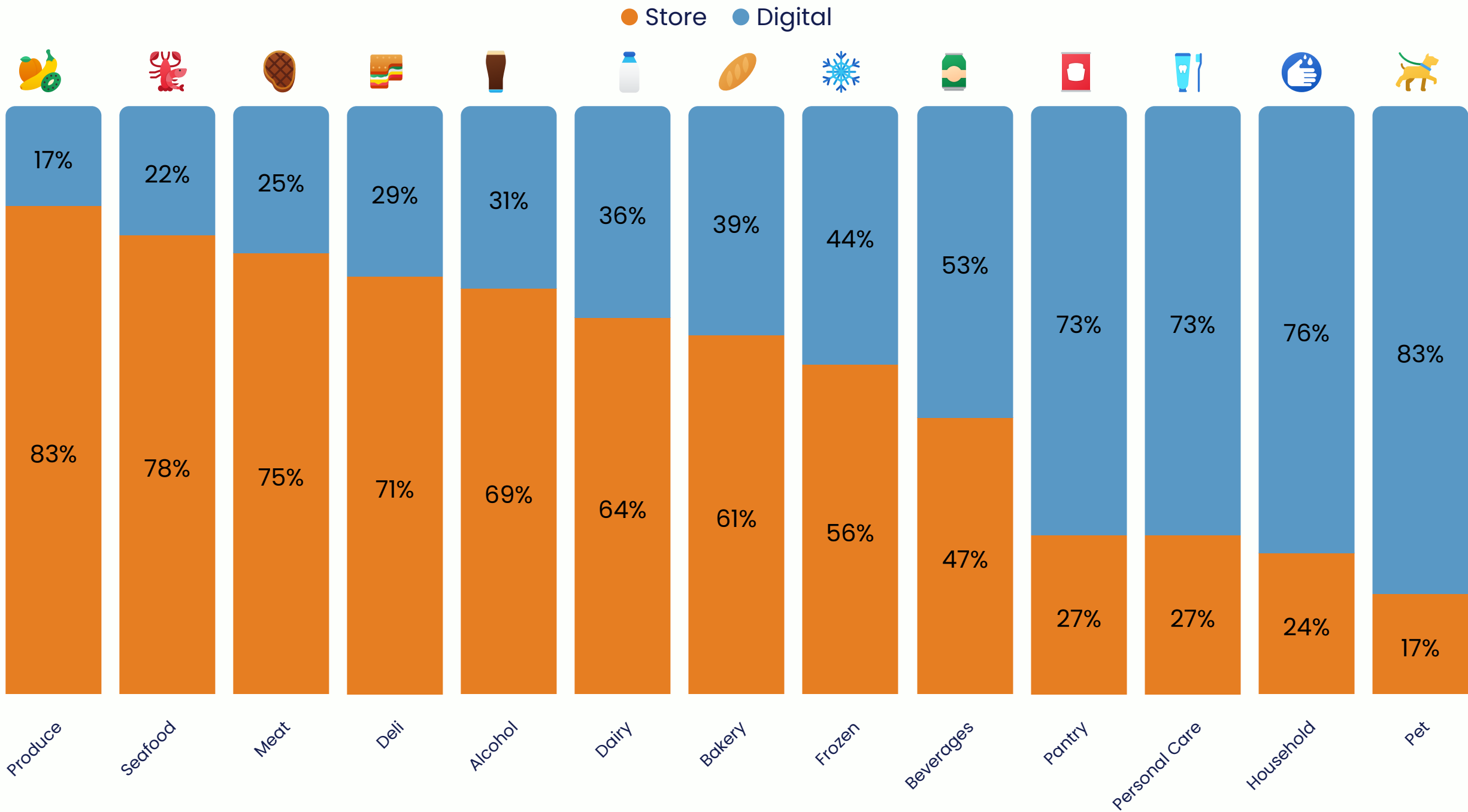
Whether the need for the tactile assessment of fresh fruit in stores or the convenience and efficiency of online ordering for routine items, consumers make conscious decisions that reflect their unique shopping goals and preferences.

Those shoppers who engage with a grocer across various retail channels exhibit significantly higher value, spending 1.5 times more on groceries than those with a single-channel focus.

This underscores the critical importance for grocers to deliver a flawless omnichannel experience.

# Shoppers prefer to buy fresh in person, and standardized products via digital.

5 large categories are now digital first.



Shoppers prefer tactile engagement with fresh and perishable items. The sensory experience of selecting fruits, vegetables, seafood, and meat in-store provides a sense of quality assurance and control.

Conversely, for commodity and bulkier items like pantry goods, personal care, cleaning products, and pet supplies, the ease of online shopping aligns with convenience-seeking behaviors.

This divergence underscores how the nature of the product influences shopping channel choices, reflecting the balance between sensory satisfaction and digital convenience in consumers' decision-making processes.

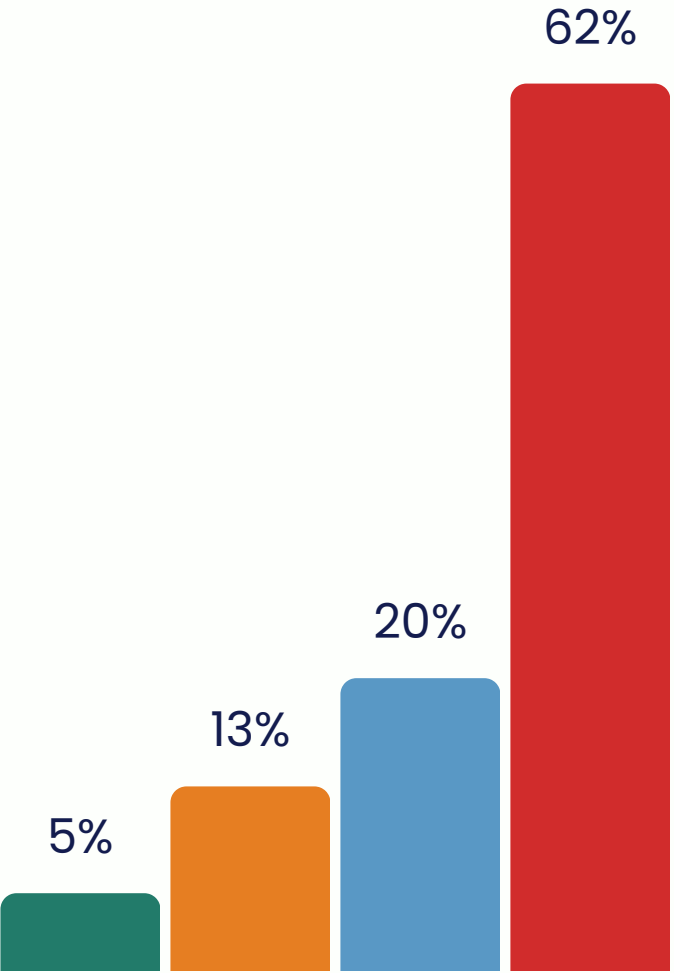
Grocers must understand category-wise digital penetration and fair share to understand if they are tracking or trailing the industry.

# Digital is influencing the entire shopper journey.

13% of shoppers used digital (app/web) to assist them in the store.

How does the 69% digital influence break-up across shopper activities?

● Social + Inspiration ● In-Store ● Purchase ● Research



Digital already impacts 69% of all sales, and this influence will continue to grow.

Shoppers are using digital to support multiple shopping journeys and various phases of a shopper journey – from inspiration to consummation.

For instance, shoppers often consult mobile apps while in-store to access discounts or product information. Additionally, they might come across a recipe on social media, prompting a trip to the grocery store.

These examples illustrate the seamless connection between the digital and physical shopping worlds, emphasizing the importance of a well-integrated retail strategy.

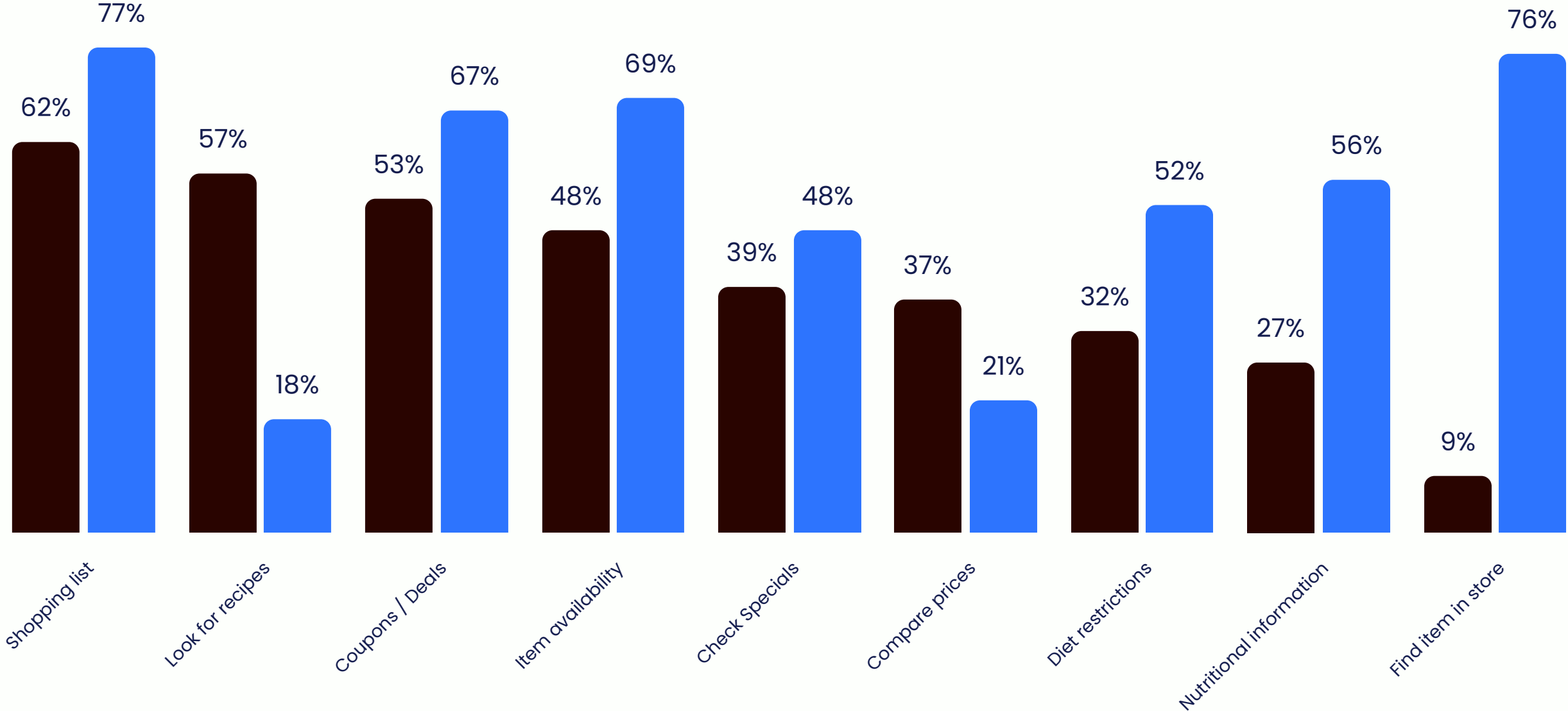


# How do shoppers use digital while shopping?

More shoppers are looking for recipes/inspiration than before.

● Before-Trip ● In-Store

How are shoppers using digital during their shopping journey?



Shoppers display unique digital patterns depending on their phase of the shopping journey. Before setting foot in the store, they turn to digital tools for tasks such as organizing shopping lists, discovering new recipes, and seeking out money-saving coupons.

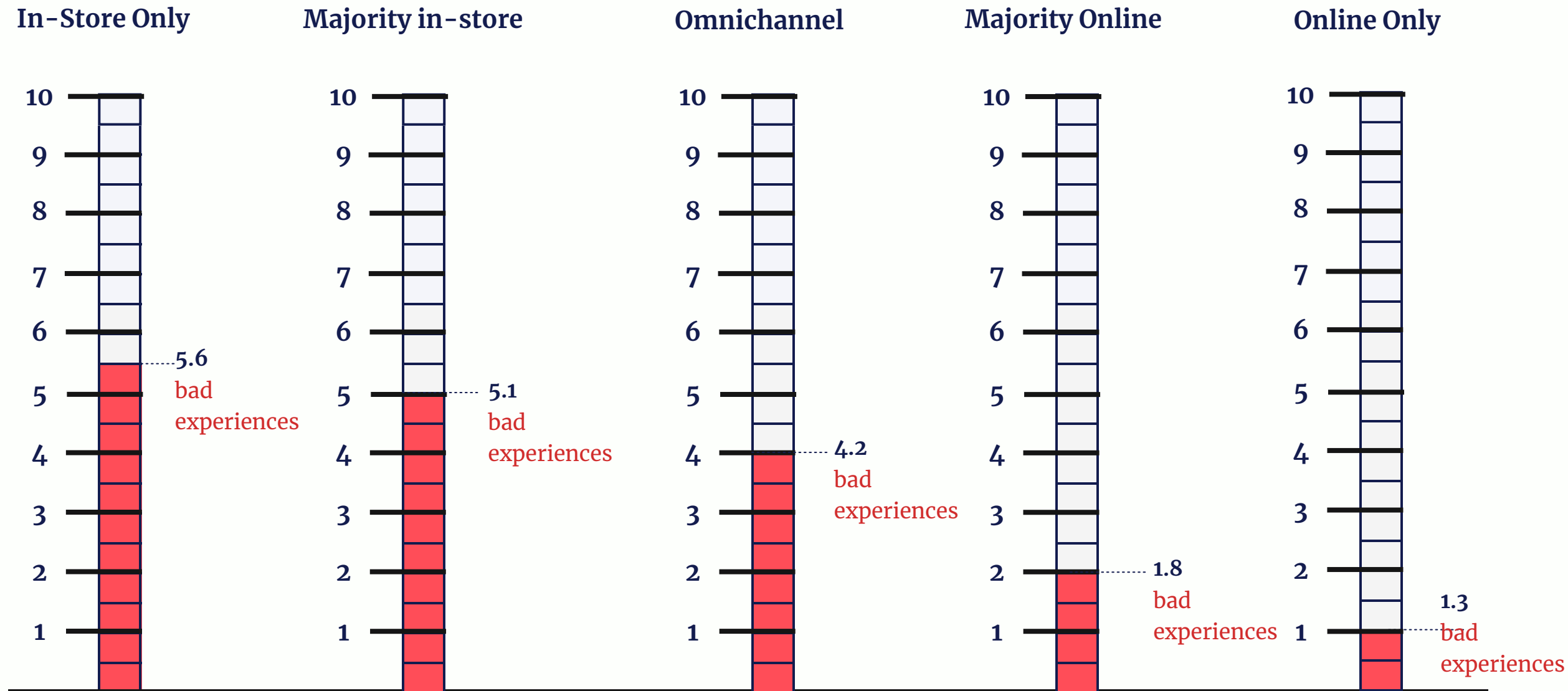
Once inside the store, digital tools come to the forefront, aiding in locating items, confirming availability, and providing product information, emphasizing the role of technology in streamlining the in-store experience.

The interplay between digital technology and in-store shopping has become increasingly intricate. Grocers must recognize and adapt to these evolving patterns to create a digital toolkit that supports the end-to-end shopper journey.

# Omnichannel shopping makes shoppers more loyal than just digital.

Shopping In-store reduces the churn factor by 3x.

After how many bad experiences do shoppers churn?



Loyalty is increasingly fickle in today's volatile landscape, and digitalization has amplified this phenomenon. Shoppers can swiftly desert their favored brands with a mere swipe or click, with online-only shoppers showing a low tolerance of just 1-2 negative experiences.

Amid this flux, omnichannel emerges as a formidable driver of shopper loyalty. Omnichannel emerges as a potent driver of shopper loyalty thanks to its ability to provide a comprehensive and adaptable retail experience.

Shoppers want the freedom to choose between in-store and online channels, and engaging with a grocer across channels leads to improved loyalty and reduced churn.

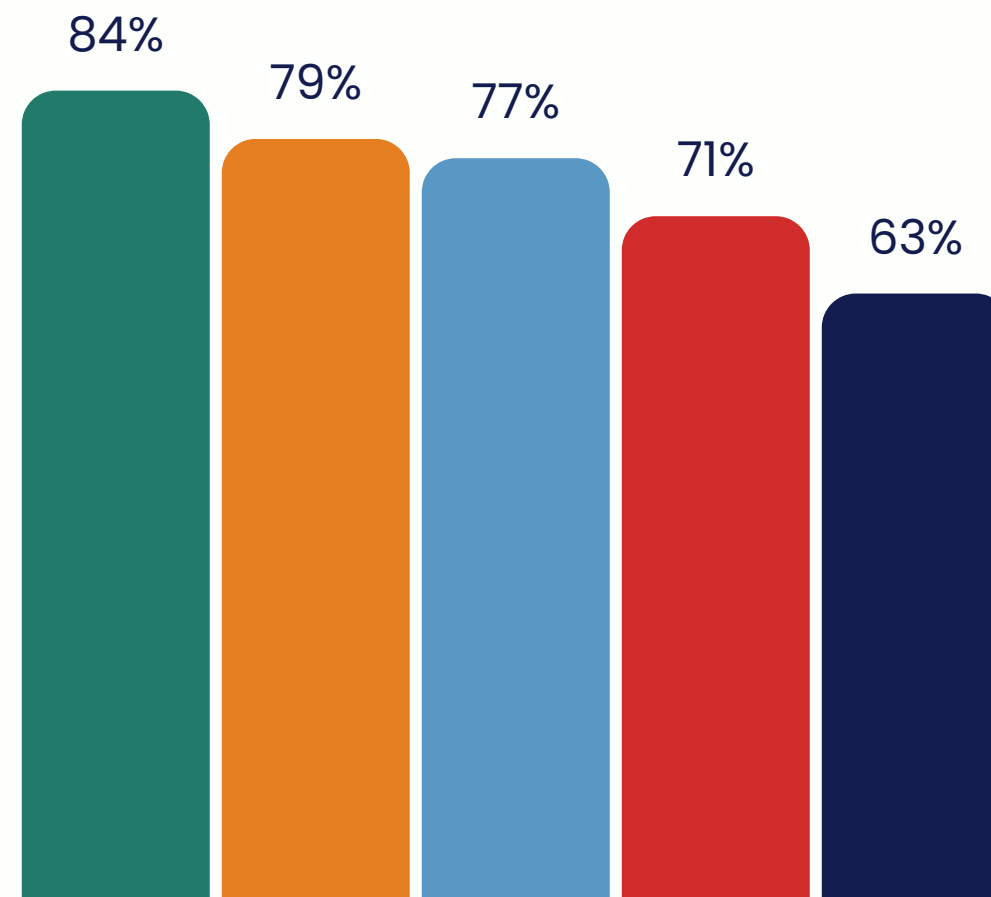
# Friction in the shopper experience leads to churn.

32% of shoppers churned or reduced spend with their preferred brand.

## Top 5 biggest drivers of shopper churn

(% shoppers that said the experience has a very high or high impact on shopper loyalty)

● Inventory Status / Out of Stock ● Checkout ● Pickup Experience ● Customer Support ● Substitution



Friction in critical moments leads to shopper churn.

The inability to flag no inventory online or an empty shelf is the primary trigger of churn because it immediately causes shoppers to look for alternatives.

The checkout experience continues to be an in-store challenge due to limited staff availability, and shoppers haven't fully embraced self-checkout.

The most critical aspects of the omnichannel experience are getting pickup right and ensuring the product substitutions are handled correctly.

# Recipe for profitability.

We identified the following force multipliers that indicate a valuable and profitable shopper.



Shop across channels (in-store | pickup | delivery)

**3+** monthly store visit

**6+** monthly website visit

**2+** home delivery orders / quarter

**15%** of the average basket has private brands

Have downloaded the brand's mobile App

Use loyalty card on mobile App

Active member of loyalty program

# Grocers must identify and build an experience adopt to the new artificial intelligence reality or be left in the dust.

Omnichannel is the default shopping mode.



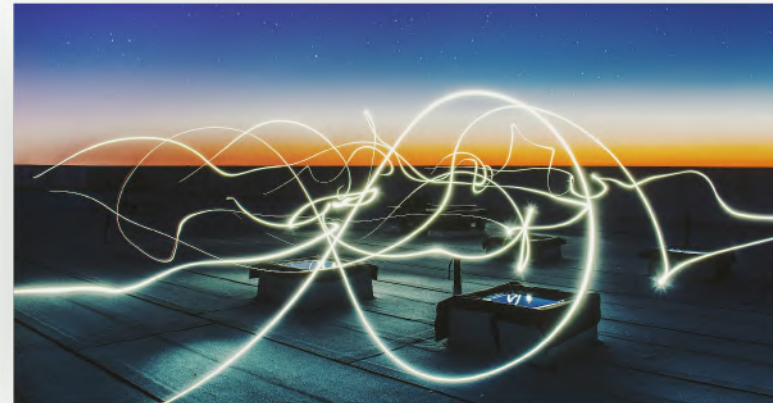
Shoppers across all generational cohorts are using multiple channels to get inspired, research and shop.

**Digital is core to most shopper journeys.**

**73%**  
of all shoppers shopped online.

**69%**  
of all 2023 grocery sales were digitally influenced.

Omnichannel shoppers are more valuable.



Shoppers that use multiple channels for commerce and engagement are more valuable.

**Omnichannel engagement leads to greater value.**

**1.5x**  
higher monthly spend by omnichannel shoppers.

**87%**  
of grocers say Omnichannel shoppers are their #1 target segment.

Loyalty is up for grabs, grocers have to reduce friction.



Digital has eroded loyalty, and amplified points of friction.

**Integrating physical and digital leads to greater loyalty.**

**4.2**  
bad experiences before and Omnichannel shopper churn.

**1.3**  
bad experiences before an online only shopper churns.

Key force multipliers help improve profitability.



Grocers need to understand the levers that drive profitability and put shoppers on that path.

**Proactive engagement is needed to achieve digital profitability.**

**3+ and 6+**  
store visits and online visits a month should be a goal.

**90%+**  
times using the mobile loyalty app/bar code is an indicator of loyalty.

grocery **doppio**

#### ABOUT GROCERY DOPPIO

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Grocers have experienced a generational shift in eCommerce adoption within a condensed period of time, giving rise to both – new growth opportunities and unfamiliar threats.

Grocery Doppio is an independent source of insights and inspiration designed to help grocers jumpstart, accelerate and sustain growth in this dynamic new environment.

[www.grocerydoppio.com](http://www.grocerydoppio.com)

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#### ABOUT WYNSHOP

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Wynshop is an ambitious team of digital innovators helping grocers and other local store-based retailers grow wildly successful online businesses. Wynshop's easy-to-use digital commerce platform enables efficient in-house picking, reduces fulfillment costs, and gives retailers control over every facet of the digital shopping experience.

[www.wynshop.com](http://www.wynshop.com).

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#### ABOUT FMI

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As the food industry association, FMI works with and on behalf of the entire industry to advance a safer, healthier and more efficient consumer food supply chain. FMI brings together a wide range of members across the value chain – from retailers that sell to consumers, to producers that supply food and other products, as well as the wide variety of companies providing critical services – to amplify the collective work of the industry.

[www.FMI.org](http://www.FMI.org)