Food and Drink Shopper - US - November 2017

Report Price: £3008.96 | $3995.00 | €3429.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"While food/drink shopping habits exhibit some traditionalism, shifts are clear, largely driven by a quest for lower prices. Many shoppers report shopping at value-oriented stores for groceries more in the past year, suggesting the potential for these channels to grow sales share in the coming years."
- Beth Bloom, Associate Director - Food & Drink

This report looks at the following areas:

- **The majority of shoppers open to trying new locations**
- **Low price leads important factors when choosing a purchase location**
- **Shoppers want it to be easier**

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

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