

# The Food/Drink Shopper: Beyond the Grocery Store - US - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Supermarkets aren't going the way of dinosaurs; however consumer interest in low price, convenience, and fresh offerings, as well as changing eating habits, drive movement to a wider range of food/drink shopping channels. Supercenters and warehouse clubs are picking up the supermarket slack. Key Millennial and Hispanic shopper segments also drive change."  
- Beth Bloom, Food and Drink Analyst

## This report looks at the following areas:

- Supermarkets continue to dominate, but lose slight share
- iGen/Millennials comprise the largest percentage of grocery shoppers
- 44% of shoppers are shopping less often at supermarkets
- Food/drink retailers appear to be getting by on being good enough

This report examines consumer attitudes and behaviors toward shopping for food and drink and toward retail locations that sell food and drink for off-premise consumption in the US market.

Estimates of sales of food and drink for off-premise consumption from the USDA's Economic Research Service are used to examine changes in sales through different retail channels over time. These estimates may differ from estimates published elsewhere due to different sources, definitions, and methodology.

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## 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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Snacking, budgets, and fans of fresh may be boosting shopping frequency

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Less than half of shoppers use supermarkets as their primary channel

29% of Millennials visit six or more food/drink shopping locations

Price leads location choice, followed by freshness, proximity, and brand

Online retailers will need to prove efficacy to ease shoppers into a change

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