



Understanding Consumer Barriers to Buying Fresh Food Online - US - October 2019

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This report looks at the following areas:

- Most fresh food purchases still made in-store
- Saving time a primary motivation for buying fresh foods online
- Shoppers prefer in-store fresh food selection



Even as grocery ecommerce grows, online purchase incidence remains low in most major fresh food categories. However, overcoming barriers to buying fresh foods online may represent the key to keeping online grocery sales overall on a growth track. The biggest challenge may be shoppers' generally positive view of shopping for fresh foods in-store.

- **John Owen, Associate Director Food & Retail**

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- **Steady, modest growth for the perimeter amid increased competition**
- **Millennials take on more grocery shopping responsibility**

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- **Steady, modest growth for the perimeter amid increased competition**

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- **Hungryroot offers a hybrid of meal kits and grocery**
- **Blending content and commerce for a more engaging online shopping experience**

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- **Few fresh food purchases made online**
- **In spite of satisfaction with ordering online, shoppers still prefer store**
- **Saving time a primary motivation for buying fresh foods online**

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