

Shopping the Center of the Store Online - US - March 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Most food and beverage shopping still happens in-store
- Most center-store categories still shopped mainly in-store
- Satisfaction with in-store experience is a barrier to online purchase
- Experience with online shopping helps to break down barriers
- Heaviest online shoppers look beyond discounts
- Leveraging in-store experience to support online (and vice versa)



"This Report explores online sales of food and beverage categories that, in stores, are found along the interior aisles. Included are shelf-stable grocery items, beverages (excluding milk), and frozen foods."

- John Owen, Associate
Director - Food & Drink

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MARKET PERSPECTIVE

- **Online groceries growing but account for only a tiny portion of total**

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- **Pursuing alternate online channels could help big CPGs build brands**

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THE CONSUMER – WHAT YOU NEED TO KNOW

- **Most food and beverage shopping still happens in-store**
- **Online shoppers more likely to be motivated by a range of specific needs**

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- **Satisfaction with in-store experience is a barrier to online purchase**
- **Amazon claims most online shoppers overall and most loyal shoppers**
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