

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

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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

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

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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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Abbreviations

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