

Grocery Retailing - US - May 2019

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This report looks at the following areas:

- Groceries generate only modest sales growth
- Most grocery shopping still happens in-store
- Younger shoppers look beyond supermarkets
- Time a key factor in grocery shopping frustration
- Shoppers look to store tech to save time and money
- Experiential concepts key to appealing to younger shoppers
- Shopping experience key to loyalty, especially among younger shoppers



"While consumers continue to migrate slowly to shopping online for groceries, most grocery shopping still happens in stores, making continued investment in the in-store shopping experience essential."

- John Owen, Associate
Director - Food & Drink

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