Online Grocery Retailing - UK - March 2015

Report Price: £1750.00 | $2834.04 | €2223.04

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"Shopping for groceries online doesn't meet everyone's needs all of the time and as our consumer research shows, people are clear about the disadvantages as well as the advantages. The important thing for retailers is that they continue to improve the online experience for those that choose to shop this way."
– Hilary Monk, Senior Retail Analyst

This report looks at the following areas:

- Where next as the online market matures?
- How can grocers improve the shopping experience?
- Delivery is a key battleground
- Click-and-collect – Integration at its best

Our consumer research this year explored people's attitudes towards possible innovations and improvement for online grocery shopping. The overarching themes of our findings were control and clarity. Customers want more say in how they like their goods, how and when they are delivered and a better two-way dialogue with retailers regarding their order.

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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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