

Grocery Retailing - US - May 2019

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"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**

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

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DID YOU KNOW?

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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AI will work behind the scenes to improve the shopping experience

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As supermarkets open new concept stores, prepared is the new fresh

Meal kits continue to move in-store

More variety

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What's Next?

- AI will work behind the scenes to improve the shopping experience
- An old concept that could be poised for growth

The Consumer – What You Need to Know

- Most grocery shopping still happens in-store
- Perimeter a focal point for growth of online grocery shopping
- Younger shoppers look beyond supermarkets
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- Experiential concepts far more interesting to younger shoppers
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Abbreviations

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