

# the rise of online grocery shopping

Insights on the online grocery shopper and key takeaways for retailers from The Coca-Cola Company Knowledge & Insights group\*



## KEY TAKEAWAYS

### online grocery shopping is



## who is the online grocery shopper?

### MORE LIKELY TO BE:

millennials



affluent households with kids



multiculturals



urbanites



### IN THE LAST YEAR:



## why do they grocery shop online?

### MOST IMPORTANT FACTOR:



convenience



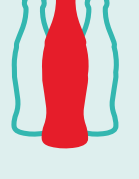
said they shop online because they could shop when they want, it's faster and easier than shopping in stores



price & value



said they could get a better price online



assortment



said they could get exactly what they wanted online

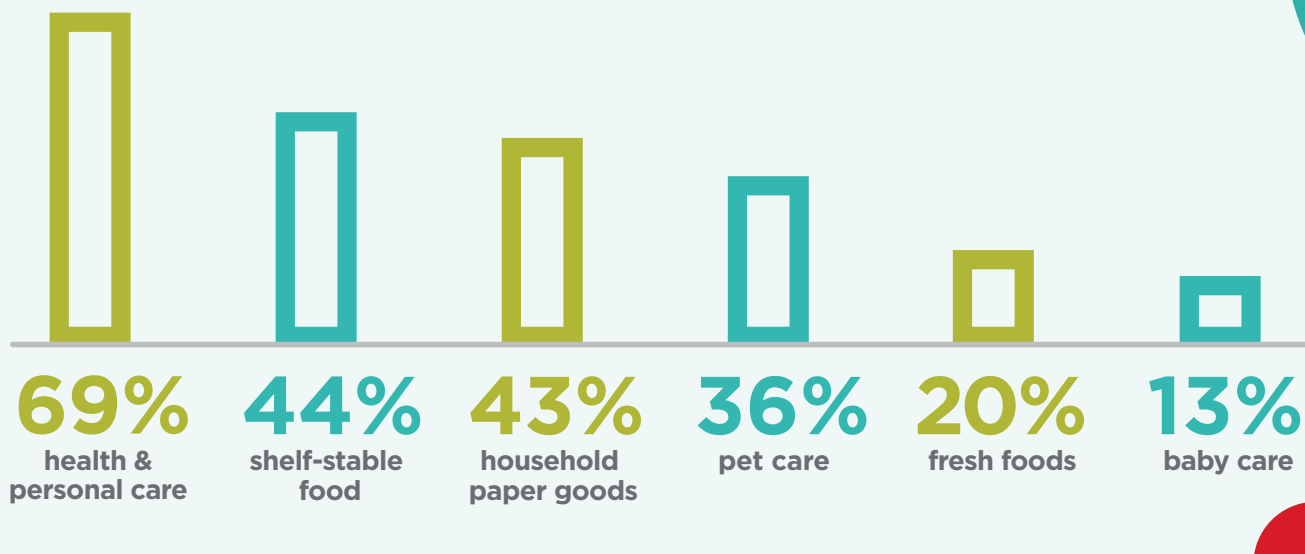


delivery



said they could have products delivered directly to them

## what do they buy?



## how do they shop?

DELIVERY

OR

PICKUP



eDELIVERY (through parcel)

Order delivered via parcel, Available nationally, Primarily pure players, large multichannel & specialty retailers, Predominantly shelf-stable products or frozen shipped on dry ice



eGROCERY (local home delivery)

Order delivered to home from local source, Available in select cities, Large multichannel retailers & local grocers, Broad assortment of shelf-stable & perishable items, similar to in-store assortment



ePICKUP (at-store or pickup location)

Order staged and picked up by shopper, Available in select cities, Large multichannel retailers & local grocers, Shelf-stable & perishable items, often similar to in-store assortment

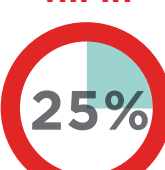
## shopping for beverages online

### REASON FOR VISITING ONLINE GROCERY SITES (on last beverage purchase occasion)



**60%** of frequent online grocery shoppers have purchased beverages online

HH stock up/ fill in



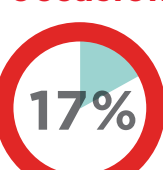
Routine HH stock-up or fill-in between stock-up trips

product search



To find specific brands I want/ need or searching for unique or premium brands

special occasion



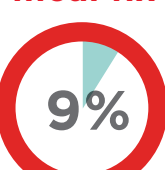
To stock up for a party or event I'm hosting or other special occasion

browsing



Just browsing

quick meal fix



Quick visit to pick up something I need for a meal at home

other



There was a promotion, or I needed an item to reach a minimum order, etc.

**BIGGEST BARRIER** to shopping online is that **IN-STORE SHOPPING IS PART OF NORMAL ROUTINES**



**68%** ENJOY OR PREFER to shop in the store

**40%** NEED TO GO to the store anyway

## ADDITIONAL INSIGHTS

- 1 ONLINE BEVERAGE SHOPPERS ARE LESS PRICE SENSITIVE**  
Only 21% of beverage shoppers buy beverages online because it has the best coupons and promotions, compared to 40% of in-store beverage buyers.
- 2 GETTING ON THE "LIST" CAN HELP DRIVE INCIDENCE**  
58% of online shoppers' baskets are purchased off their favorites list.
- 3 ONLINE GROCERY SHOPPING DRIVES INCREMENTAL PURCHASES**  
Twice the number of online beverage shoppers surveyed purchase more beverages in store since they began shopping online, compared with shoppers who now purchase less from in-store locations.



About ISHOP: Individual Shopping Habits, Occasions and Perceptions (ISHOP) is available exclusively through The Coca-Cola Company. ISHOP is a continuous study that surveys shoppers of over 300 retailers in the US including Food, Drug, Mass and CR channels. ISHOP provides insights into the demographics, lifestyle, habits and attitudes of shoppers, their shopping occasions, missions and perceptions of retailers. In many cases we can customize these learnings for retailers.

\*Sources:  
Coca-Cola iSHOP, 12MMT Dec 2015  
Coca-Cola Knowledge & Insights eCommerce Tracker, Period 3, Fall/Winter 2015  
Coca-Cola Knowledge & Insights eCommerce Landscape Study, Summer 2015  
U.S. Department of Commerce  
Kantar Retail ShopperScape and other analysis, mySupermarket  
Willard Bishop 2015 eCommerce SuperStudy™



Note: Shoppers may use more than one method, not mutually exclusive