FOOD SHOPPING IN AMERICA 2017

REPORT OVERVIEW | HIGHLIGHTS | ORDER FORM

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HARTMAN GROUP NATIONAL SYNDICATED RESEARCH

Background & Approach

As leaders in the study of American food culture, The Hartman Group has been tracking how Americans shop for food since the 1990s. From one-stop shopping to multichannel shopping to online markets and click-and-collect, we continue to track consumers' evolving perceptions, needs, habits and relationships with food retailers.

The **Food Shopping in America 2017** report applies The Hartman Group's innovative approach to answer the question: with more options than ever before, including an expanding array of online food retailers, how do consumers shop for food today? With competition for consumers' food dollars and eating occasions so fierce, what can food and beverage retailers do to attract and retain shoppers?

New to the 2017 report is a special section on the expansion of the discount grocery channel, the emerging fresh-format channel and smaller-footprint retail formats. It will provide insight into how consumers distinguish between and judge retailers' effectiveness at meeting their needs in an era of blurring channel boundaries. What are these new channels solving for, and what can traditional retailers do to address the changing market landscape?

The report illuminates emerging opportunities for retailers across the spectrum of the food and beverage space, as well as for CPG food and beverage manufacturers and any business with a stake in the food and beverage retail market.

Research Objectives
The report offers a comprehensive understanding of shopping behavior at the broad level of landscape and culture, as well as at the level of channel and retailer.

These include:

- Grocery (e.g., Kroger, Safeway, Ahold-Delhaize)
- Mass discount (e.g., Walmart, Target)
- Club (e.g., Costco, Sam's Club)
- Drugstores (e.g., Walgreens, CVS)
- Natural/specialty/fresh format (e.g., Whole Foods, Trader Joe's, Sprouts, The Fresh Market)
- Dollar stores and discounters (e.g., ALDI, Dollar General, Family Dollar, Save-A-Lot)
- Online (e.g., online-only retailers, meal kit deliveries, grocery delivery, click-and-collect and online arms of brick-and-mortar retailers)

Food Shopping in America 2017

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Methodology & Table of Contents

METHODOLOGY

Quantitative Methodology
Nationally representative survey, fielded online in late April, 2017 (n=2,004). General U.S. population, ages 18-71, primary shoppers

Qualitative Methodology

- Fielded April-May, 2017
- Shopalongs + Homework: 90-minute individual interviews and shopping excursions to respondents' typical retailer. Pre-interview homework assignment documenting their pantry and kitchen contents.
- Mobile Qualitative: 5-day asynchronous task assignment via specialized mobile app. Respondents received multiple tasks per day (video, text, and photo tasks) related to their shopping habits and retailer perceptions. They also completed a shopping trip assignment.
- Aged 26-60
- Mix of gender, household income, children/no children <18 in HH, race/ethnicity, census regions
- Even mix across 8 channels: traditional grocery, mass, drug, discount/dollar, club, specialty/natural, Aldi, and online

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ABOUT THE REPORT

General report (PowerPoint and PDF) including executive summary and demographic data tables (Excel). Product Price:

- **Before February 28, 2018 - $12,500.**
- After February 28, 2018 - $15,000

Release Date: June 2017
Report Length: 113 pages
Market Coverage: U.S. market

To purchase the report, fill out the order form on the last page of this overview.

Report Highlights

Food Shopping in America 2017 explores several macro trends that have driven the evolution of the grocery shopping landscape:

1. Grocery shopping as an act of love
2. Key changes around who manages the grocery shopping
3. New understandings of what value means
4. A reinterpretation of convenience
5. Prioritizing a personalized take on Health + Wellness
6. The permeation of digital technology in everyday life

SHIFTS IN CULTURE, SHIFTS IN SHOPPING

Grocery shopping continues to be a complex orchestration rather than the simpler task of yore.

How Did We Get Here?

The number of retailers providing groceries to consumers has never been more robust, from big-box one — stop-shops to specialty markets to an expanding online shopping universe.

- We continue to move further away from the traditional model of grocery shopping –a married woman who plans and cooks her family's meals, makes the list, finds the coupons, and buys everything she needs at a conventional grocer once a week or so.

What we have now is a much more complicated orchestration characterized on the one hand by:

- Multiple household shoppers, busy schedules, and new perceptions of value and convenience

and on the other hand by:

- An expanded universe of convenient, potential store options, products, prices, experiences, and quality cues.

Given how time-starved many consumers feel, one would expect a simplification of shopping routines. Yet the opposite is often true — most shoppers seem to have complex routines characterized by cross-shopping multiple grocery retailers.

An array of factors, from demographic shifts to new perceptions of value and convenience, seems to drive shoppers away from the one-stop shop.

In theory, most consumers could probably obtain all their needed groceries in one place and at one time.

- Most retailers have similar options — especially in the center aisles and especially when looking at retailers within the same channel.
- After all, many conventional grocery stores and mass merchandisers carry organic produce, premium and specialty brands; and a huge selection of legacy and premium brands; AND compete for low prices and convenient locations.

But the reality is, consumers just don't do it. Despite complaints of being "so busy" all the time, they seem attached to the seemingly overcomplicated grocery shopping routines they have created.

A CASE IN POINT

> ***If money was no object, I would probably want to shop at Whole Foods because I think the quality of their food is much better than other places. It's fresher and more unique.***
> (NE, 60, female)

In fact, NE already shops at Whole Foods. She also simply enjoys shopping and loves to hunt deals and discover new and interesting products. If money was no object, perhaps she would spend a bit more there, but we suspect her habits wouldn't change very much overall.

Grocery shopping is more than a chore because providing food is more than a chore – it is an act of love.

Providing food for the household is an expression of love, care, and nurturance for self and others. The ways we feed ourselves and our families may be in a state of flux, but food remains deeply tied to love.

- Shopping for food is the first step of feeding oneself and others. As such, there are deep emotional needs at play.
- Primary shoppers feel more than the need to get food into the fridge; they feel an obligation — driven by love — to get the RIGHT food for each family member at the BEST prices.
- This is especially true of main shoppers — those who do the bulk of their household's shopping. It also contributes to gendered differences in shopping styles.

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Cost
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