

Is Online Grocery Shopping Becoming the New Normal?

Prodege allows for a 360-degree view of engaged consumers, including verified purchasers of specific products and brands- when and where you need them- through our omni-channel access. We recently surveyed shoppers who have placed a grocery order online within the past six months and got these fresh insights:



Ordering groceries online is becoming a regular part of the shopping routine & budget.

Three-in-four have ordered groceries online for delivery or pickup at least five times in the past six months.



48% Have done so 10+ times!

Delivery may be convenient, but it's not always deemed a necessity...

Online grocery order fulfillment in past 6 months:

- Both picked their groceries up & had them delivered
- Only picked them up from the store
- Only had them delivered

...but regardless of how they get the groceries they ordered online, they try to be mindful of tipping!

69%

Tip the person who brings the groceries they ordered online at least some of the time.



Pandemic safety and the savings of time are the leading reasons for currently ordering groceries online.

The ease of referencing past orders is also a big plus.

51%

Review their past online grocery orders all or most of the time when building a new order.

Online grocery order spend is currently outpacing in-store grocery spend.

56%



Say the majority of their grocery spend over the past six months was from groceries ordered online.

Looking ahead, the momentum of online grocery ordering should continue to go strong.

87%

Anticipate that over the next six months they'll spend at least as much on online grocery orders as they have in the past six months!

Anticipated online grocery spend over next 6 months:

-  Increase a lot
-  Increase somewhat
-  Stay the same
-  Decrease somewhat
-  Decrease a lot

