



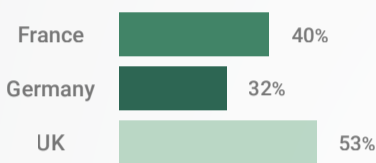
# Online Grocery SHOPPING SURVEY

RichRelevance takes a look at consumer attitudes towards online grocery shopping across Europe. The research reveals what shoppers like, what they don't like, and outlines that grocery retailers need to offer a more personalised approach to online shopping if they want to grab consumers' attention. The research was conducted in the UK, France and Germany and includes responses from over 2,000 consumers.



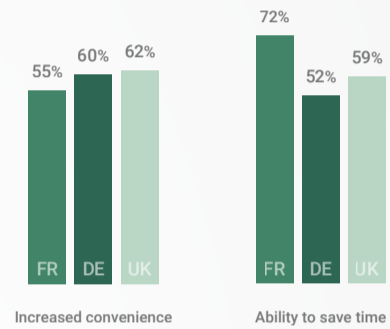
## ONLINE GROCERY POPULARITY

The Brits are leading the way in terms of the number of consumers using the internet to do their grocery shopping.



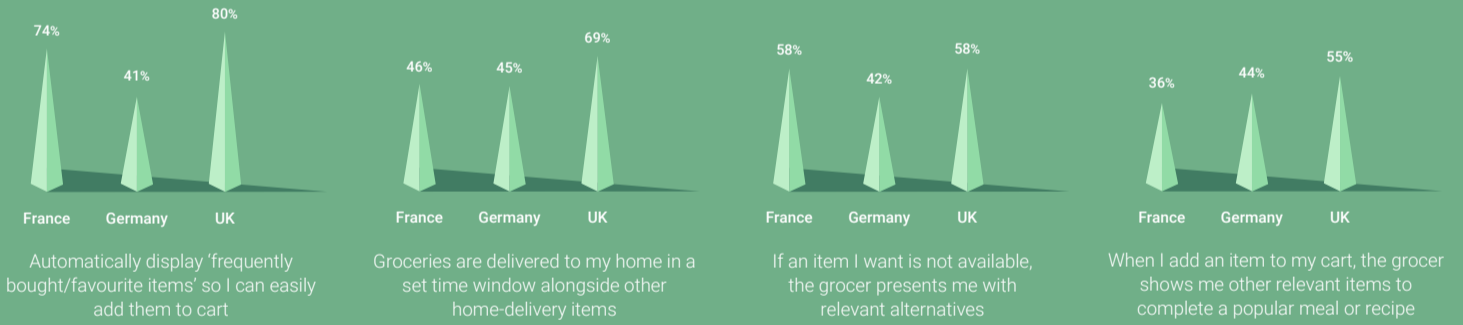
## ONLINE SHOPPING KEY DRIVERS

All Europeans are driven by convenience and saving time as the key drivers to shopping online. French consumers are particularly driven by the ability to save time.



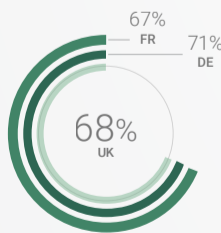
## TOP 4 FEATURES ONLINE SHOPPERS WANT

Consumers in Europe clearly display a desire for greater personalisation and automation when it comes to online shopping features.

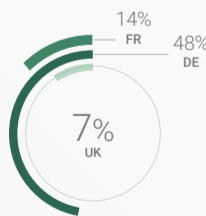


## WHY CONSUMERS DON'T BUY ONLINE

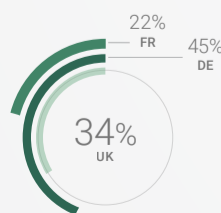
Most countries are in agreement on the top 3 barriers to online shopping, except when it comes to last minute timing, with only the Germans citing this as a key reason why they don't buy groceries online:



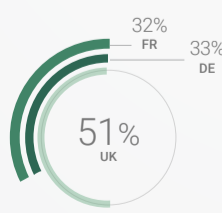
Like to handle goods physically



Last minute timing doesn't allow



Delivery costs

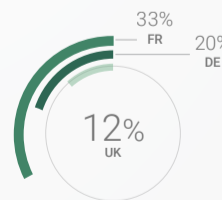


Lack of trust in the people picking produce

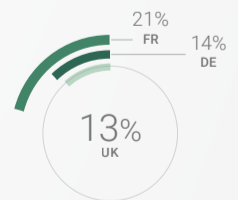


## MOST FRUSTRATING FACTORS

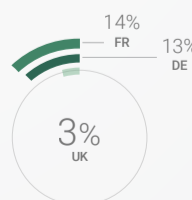
The French lead in being the most frustrated by lack of choice and ability to ask for assistance in real time, but the Brits are the most frustrated by poor navigation on grocers' websites.



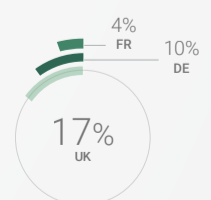
Lack of choice



Not being able to ask for assistance in real time



Difficult to find products to meet dietary needs



Poor navigation around the site