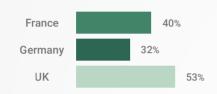


RichRelevance takes a look at consumer attitudes towards online grocery shopping across Europe. The research reveals what shoppers like, what they don't like, and outlines that grocery retailers need to offer a more personalised approach to online shopping if they want to grab consumers' attention. The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



# **ONLINE GROCERY POPULARITY**

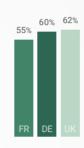
The Brits are leading the way in terms of the number of consumers using the internet to do their grocery shopping





# **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.



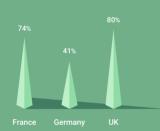


Increased convenience

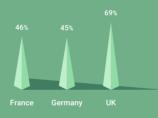


# **TOP 4 FEATURES ONLINE SHOPPERS WANT**

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



Automatically display 'frequently bought/favourite items' so I can easily add them to cart



Groceries are delivered to my home in set time window alongside other home-delivery items



If an item I want is not available, the grocer presents me with relevant alternatives

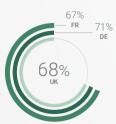


When I add an item to my cart, the grocer shows me other relevant items to complete a popular meal or recipe



### 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



Delivery costs



Last minute timing doesn't allow



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



Difficult to find products



Not being able to ask for assistance in real time



Poor navigation around the site