

# Online Grocery Shopping

## US v. UK Special Edition

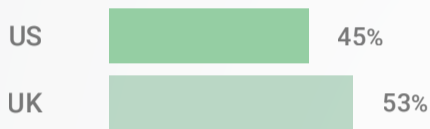
RichRelevance research into consumer attitudes across the globe towards buying groceries online reveals consumers are demanding a more personalized approach from grocery retailers. The research was conducted in the US and UK, and includes responses from over 2,000 consumers



### WHO'S WINNING THE ONLINE GROCERY RACE?

#### The Brits

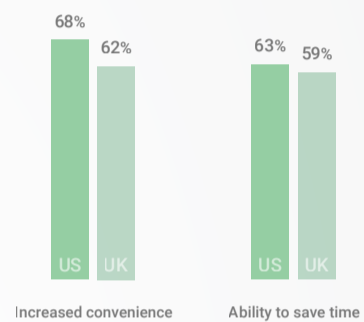
UK leads the way in online grocery shopping popularity, but the US is not far behind and is closing the gap.



### WHY ONLINE?

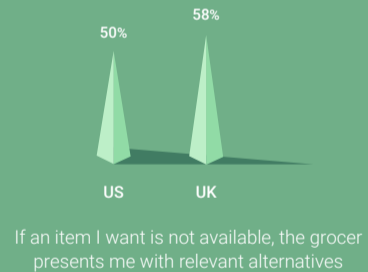
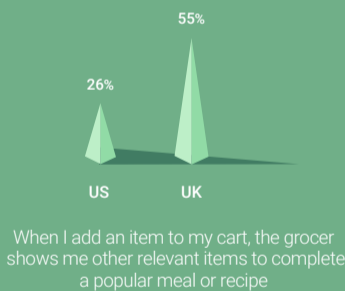
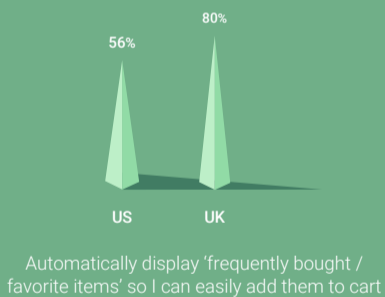
#### Frictionless Shopping

Increased convenience and ability to save time top the reasons as to why consumers are buying online.



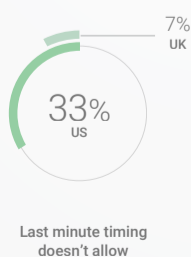
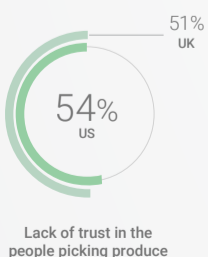
### WHAT FEATURES ARE SHOPPERS LOOKING FOR?

Saving Time Through Automation and Personalization is the future to drive online grocery shopping.



### TOP CONCERN: TRUST

Trust in picking fresh foods is the top barrier into why people aren't shopping online, followed by delivery costs and timing.



### US ONLINE GROCERS NEED TO STEP UP

US shoppers are frustrated and want more choice, better navigation and real time support.

