

THANKSGIVING EDITION

Digital Grocery Infographic

4 IN 10 AMERICANS WILL BUY THANKSGIVING GROCERIES ONLINE



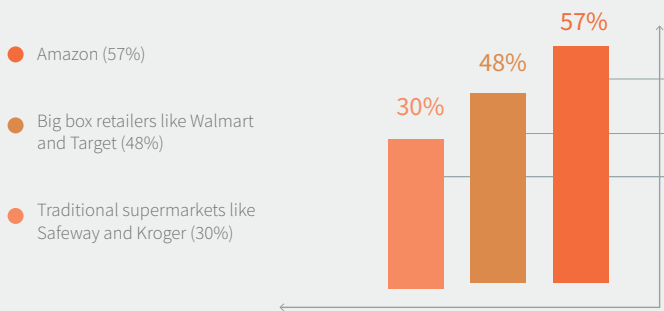
44% of US consumers plan to shop online for some or all of the groceries they need for their Thanksgiving or holiday meal this year. This is more than twice the number who shopped online for Thanksgiving in 2017.

PICKUP OR DELIVERY?



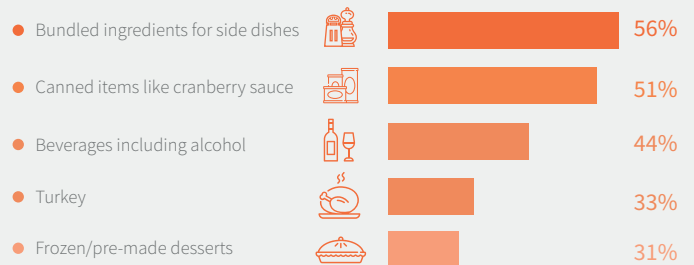
When online orders are ready, more shoppers plan to pick up their groceries (47%) than have them delivered to their home (43%).

AMAZON #1 FOR THANKSGIVING GROCERIES



CANNED & BUNDLED ITEMS TOP SHOPPING LISTS

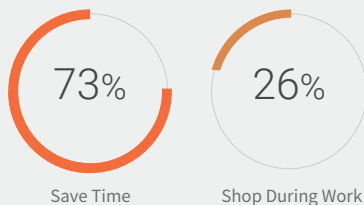
The top Thanksgiving items that people plan to purchase online are:



AMERICA HEADS ONLINE TO SAVE TIME...

Americans overwhelmingly turn online for grocery shopping to save time (73%)

(26%) choose to shop online because it allows them to shop for groceries during work hours.



WHAT IS KEEPING YOU FROM SHOPPING ONLINE?

The top factors keeping people from shopping online for groceries are:

A lack of trust that others will pick the best or freshest items (50%)

A reluctance to spend extra money (37%).



GROCERY SHOPPERS WANT PERSONALIZATION, SEARCH

Across the board, respondents have strong opinion on which online tools would be most helpful as they plan and prepare a Thanksgiving or holiday meal.

Half of Americans (50%) say that online personalized offers or discounts are helpful, followed by fast, accurate search results on a grocer's site (46%) and having a grocer present them with relevant alternatives when a desired item is not available (43%).

