

CONSUMER SENTIMENT AROUND OMNICHANNEL GROCERY SHOPPING DURING COVID-19

BRAND/CONNECTIONS

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Online grocery services for home delivery or pickup at the store, which had already been growing in usage before COVID-19, have become crucial to many consumers' lives.

As recently as January 2020, this shopping method was seen by most shoppers as a complementary option, not a primary method of grocery shopping. This changed quickly, in the face of the pandemic.

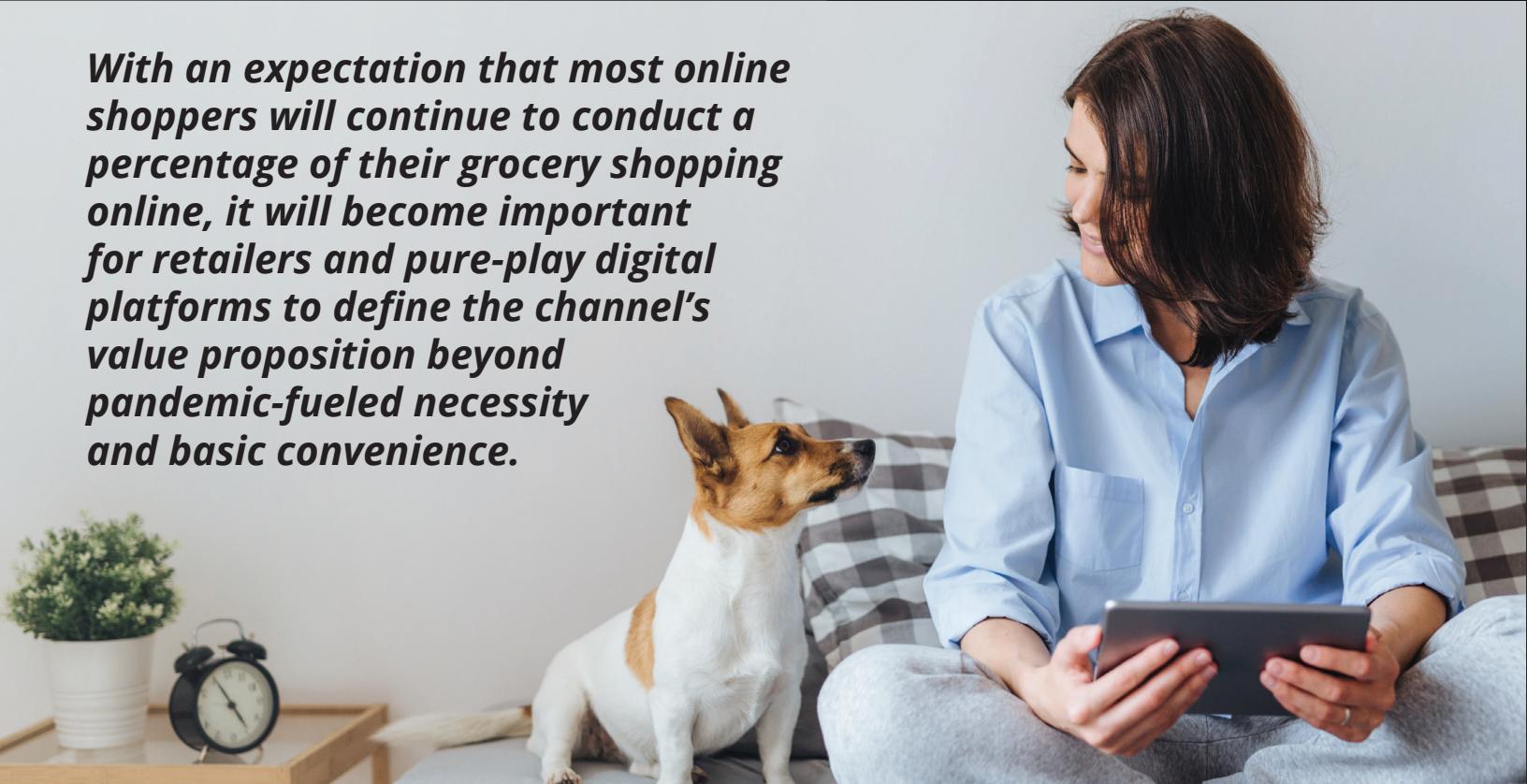
We found nearly four in 10 online grocery shoppers are new to the channel, since the pandemic began. Furthermore, as Americans

begin moving to a “new normal,” they do not plan to abandon this convenient method of grocery shopping. In fact, 88% expect to continue to use online grocery shopping in the foreseeable future.

Brand Connections, the connected commerce and contactless experiences agency and part of Advantage Solutions, surveyed 650 consumers who had purchased groceries online. This summary of results reveals strategic opportunities based on consumer sentiment today and in the future.



With an expectation that most online shoppers will continue to conduct a percentage of their grocery shopping online, it will become important for retailers and pure-play digital platforms to define the channel's value proposition beyond pandemic-fueled necessity and basic convenience.



Among online grocery shoppers:



believe online grocery shopping is strong in helping them discover new products or brands.



feel it is easy to find important product information through online grocery platforms. The same amount believe the platforms offer strong product assortment.



of online grocery shoppers rated the ability to schedule delivery/pickup at convenient times “good” or “excellent.” The same percentage rated order accuracy “good” or excellent.”

DRIVING IMPULSE PURCHASES THROUGH ONLINE GROCERY SHOPPING

With online grocery platforms unable to leverage high-impact brick-and-mortar tactics like endcaps, shipper displays and in-store shopper media to influence discovery and impulse decisions at the point of purchase, other tactics need to be deployed.

Receiving a free sample is the No. 1 marketing tactic likely to influence shoppers to try a new product when using an online grocery service. Notably, nearly half of our respondents indicated a free sample is very or extremely likely to influence them to order a new product they've never bought before when shopping for groceries online.

Influencing New Product Purchases Online

What would influence online grocery shoppers to add a new product to their online grocery cart?

46% Product samples

38% Customer reviews

35% Coupon/offer

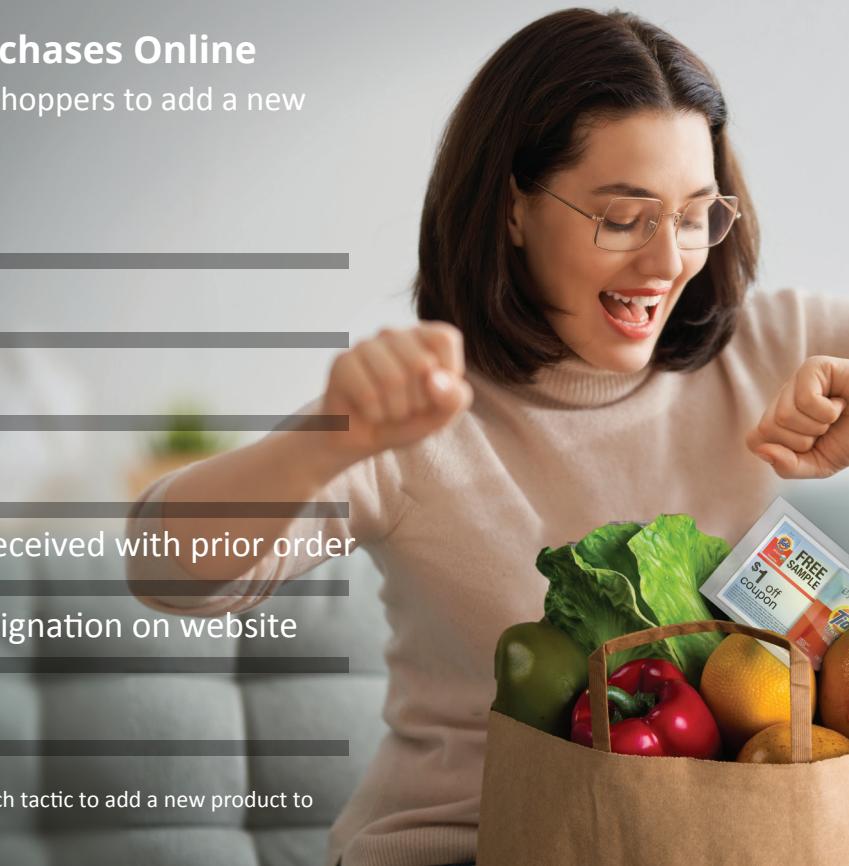
27% Replace an out-of-stock item

23% Educational material or ad received with prior order

21% Retailer “recommended” designation on website

20% Featured listing ad

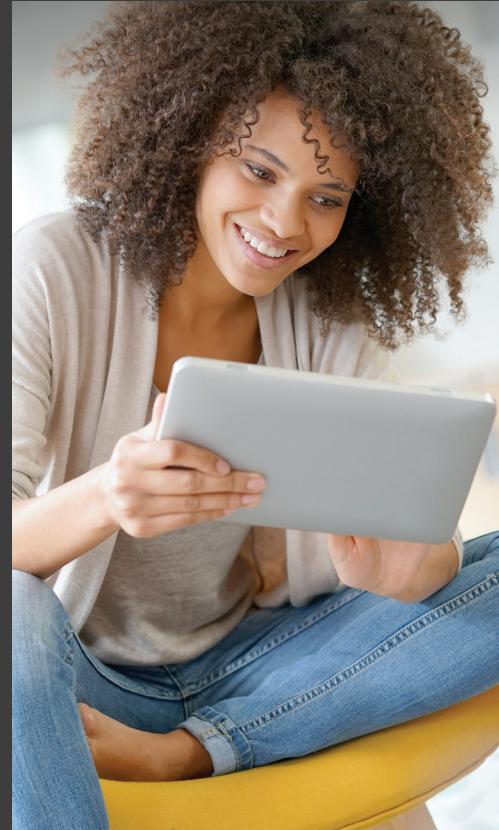
% of online grocery shoppers who are influenced by each tactic to add a new product to their online cart.



Despite their importance in driving purchase, free samples are still not readily available to online grocery shoppers, as less than 30% of our survey respondents had ever received free samples with their online orders.

Sampling does more than influence future purchases of a specific item. When asked if receiving free product samples with their online grocery order would impact their decision to order online again from the same retailer or delivery service, **59% of online grocery shoppers claimed it would “probably” or “definitely” influence them.**

This indicates sampling is not just a positive way to drive product discovery, trial and purchase in the online channel, but can be **used to drive repeat online grocery usage and loyalty**, which is crucial in this crowded channel.



BRAND/CONNECTIONS

Brand Connections, a part of Advantage Solutions, creates omnichannel, contactless experiences that drive commerce by balancing automation with the human touch. By bridging the gap between home and store and connecting the digital and physical worlds, Brand Connections helps brands and retailers drive conversion and build lasting relationships with their target consumers and shoppers.

To learn more, please contact

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