



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

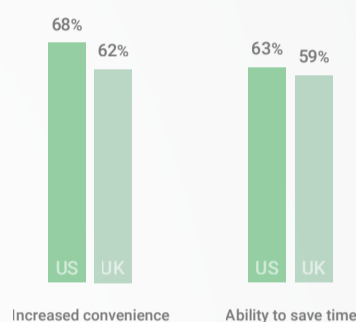
UK leads the way in online grocery shopping popularity, but the US is not far behind and is closing the gap.



WHY ONLINE?

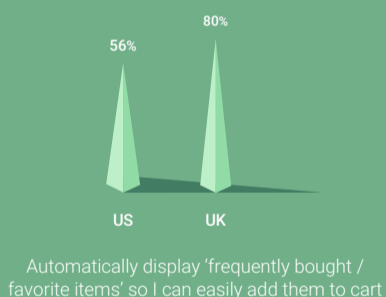
Frictionless Shopping

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.

