

US v. UK Special Edition

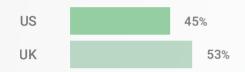
RichRelevance research into consumer attitudes across the globe towards buying groceries online reveals consumers are demanding a more personalized approach from grocery retailers. The research was conducted in the US and UK, and includes responses from over 2,000 consumers



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

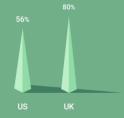
Increased convenience and ability to save time top the reasons as to why consumers are buying online.





WHAT FEATURES ARE SHOPPERS LOOKING FOR?

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



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



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



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



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.

