

What is the future for on-line grocery shopping?



On-line shopping has been a major beneficiary of lockdown. We have already investigated how on-line shopping changes the way we shop for food and drink. It looks like more of us will be shopping at least partly on-line in future, but we could be tempted back into store with the right offer.

With so many new internet grocery shoppers since lockdown, how many are likely to permanently switch away from visiting a bricks and mortar store?

40% intended to return to shopping in-store



Around **9%** would only shop online



51% planned to do a mix.



Amazon looks like a threat to the Big 4: a tempting offer for Prime customers

38% of our 209 on-line food shoppers were also **Amazon Prime** Customers and were keen to try out their new delivery service. Interest was highest amongst families.

Only **9%** of current Amazon Prime customers were not keen to try the service for Grocery.

Overall, just under half **44%** did not find the concept appealing.



If Retailers want to attract more shoppers back in-store, they need to shout about the benefits.

261 consumers we spoke to were not on-line shoppers.
Why?

60% prefer to shop in-store as they like to see and handle the products before buying

2/3's prefer to select their own fresh fruit and vegetables

Around **half** would rather select the shelf life they wanted.

1 in 3 preferred shopping in-store because:



They enjoy the experience of shopping in-store

They like to be inspired by the new products in-store

They find it hard to judge quality when buying on-line

They like to shop spontaneously at a time they prefer

17% of those who have so far resisted on-line shopping would be open to shopping on-line in the future but more than **half** would probably/definitely not buy on-line in the future, with post family participants, **62%**, the least likely to consider becoming an on-line shopper in future.