

US Grocery

2017 Consumer Experiences & Competitive Benchmarks

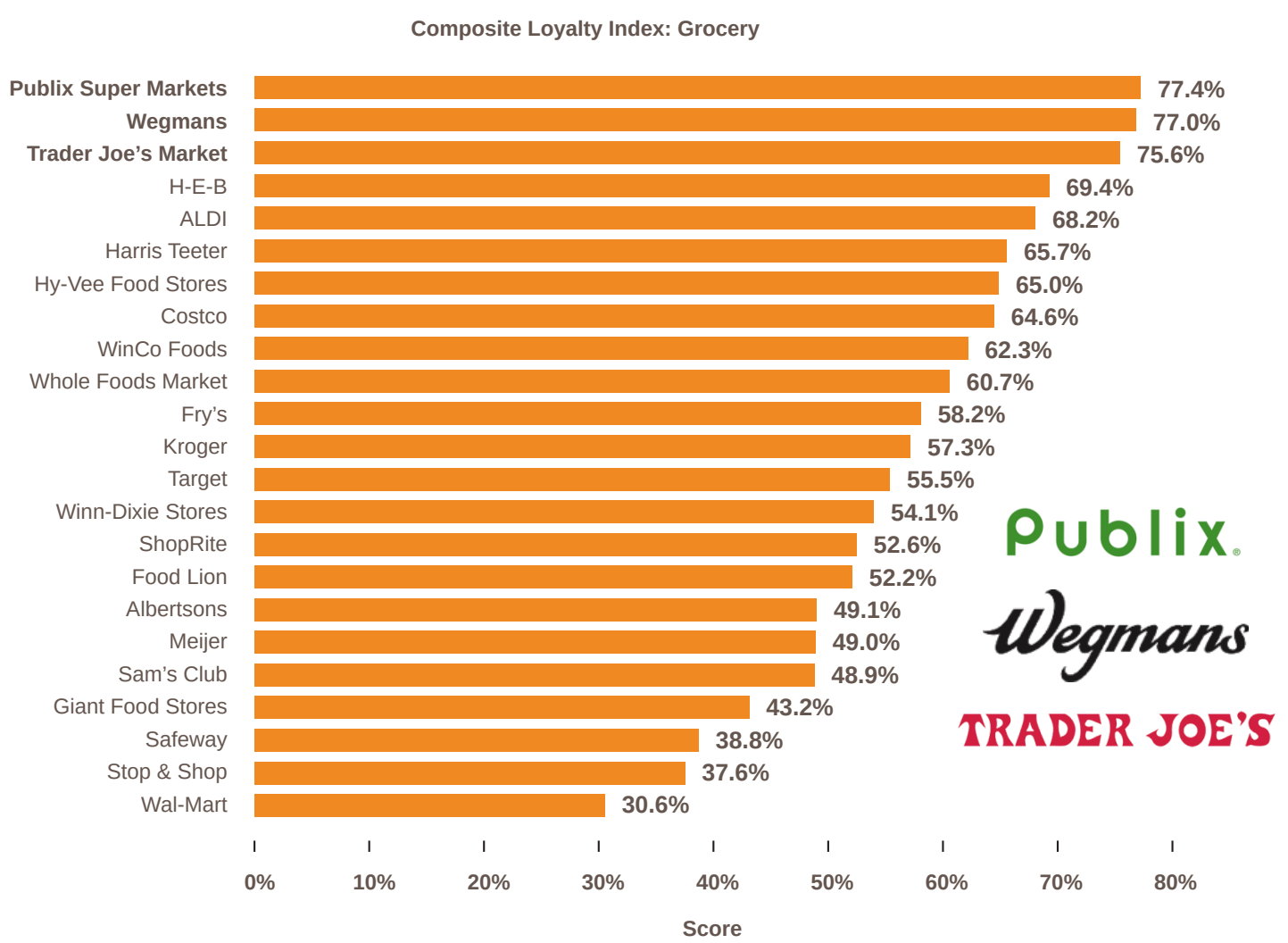
IN MARCH 2017, WE SURVEYED 12,774 US consumers and asked them about their grocery shopping habits including brand preference, customer experience, brand engagement, and brand awareness.



51% earn more than \$50K/year

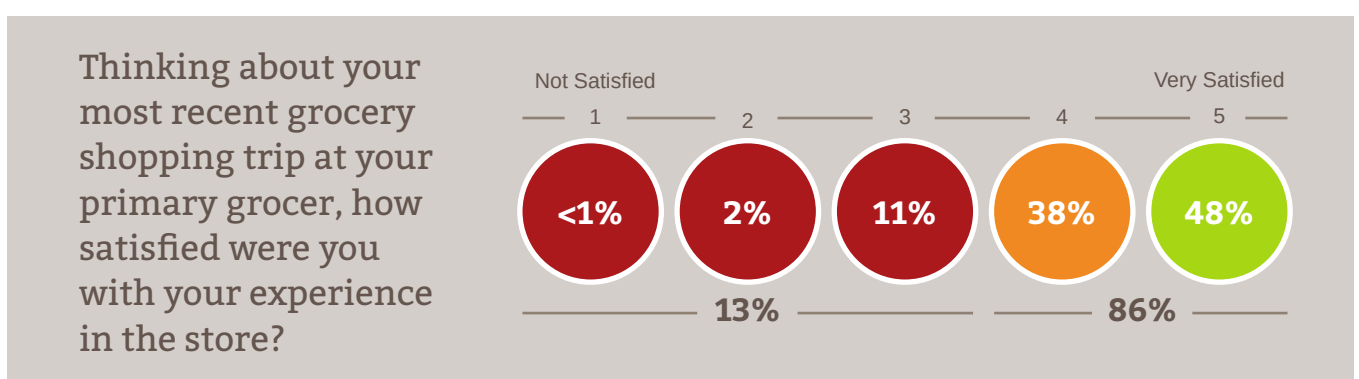
COMPETITIVE BENCHMARKS

Three brands lead the composite loyalty index; but competition is fierce across the board



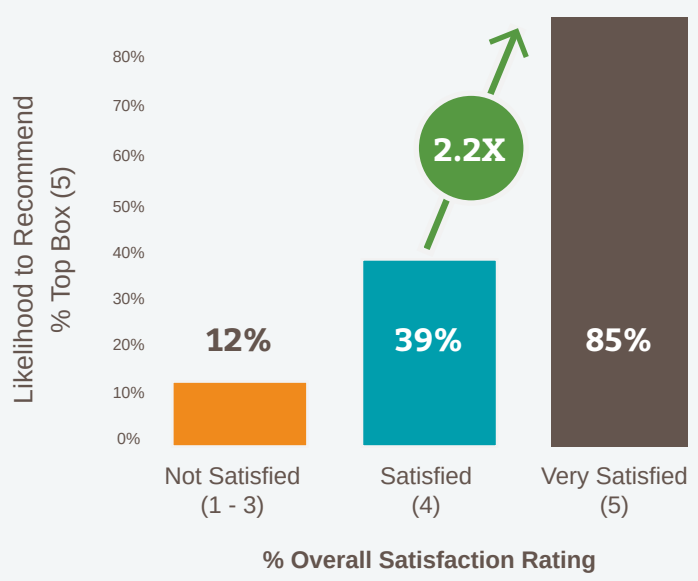
CUSTOMER EXPERIENCE

Over **1 in 10** were dissatisfied with their last grocery experience



It's not OK just to be OK!

"Delighted" customers are **2.2 times more** likely to recommend than those who are "just satisfied." **Excellence makes a difference!**



TECHNOLOGY

Use of **"Click and Collect"** has doubled!

Have you EVER bought your groceries using "Click and Collect" where you order online and then collect groceries at the store's drive through? How frequently?

