

GROCERY SHOPPING EXPERIENCES IN THE FUTURE: What customers want

Learn how grocery customers would like to see their shopping experiences evolve. With the rise of ecommerce and digital capabilities, shoppers are seeking new grocery experiences and ways to save. And they're very interested in new technologies to make shopping easier and more experiential, no matter what modality they choose.



SHOPPERS ARE SEEKING MORE WAYS TO CONNECT AND ENGAGE IN STORE

Shoppers have grown accustomed to utilizing the different technologies available to them, including all that digital apps have to offer. However, advanced technologies and in-store activations would enhance the shopping experience of many.

CURRENT EXPERIENCE

1	Use self-checkout	63%
2	Use grocery store app to find digital coupons	53%
3	Use grocery store app to find savings	45%
4	Use grocery store app to find items in-store	23%
5	Use grocery store app to find items online	23%

FUTURE EXPERIENCE

1	Smart Carts that calculate cost of groceries in real-time and allow you to skip check-outs	38%
2	More taste-testing stations and product demonstrations	33%
3	Digital screens on shelves that display ads, nutrition labels, and pricing/promotions	25%
4	Digital screens on cooler doors that display ads, nutrition labels, and pricing/promotions	20%
5	Text based customer service / smart appliances (responses tied for 5th)	15%

Note: 31% were not interested in the grocery innovation options listed. Source: 84.51° Real Time Insights Survey, Sep'23. Sample sourced from consumers who shopped at Kroger in latest 3 months. n=400



SHOPPERS ARE LOOKING FOR SAVINGS TO EVOLVE

Customers have adopted widespread use of coupons, whether they're clipping or clicking. But, there is a strong desire for tailored coupons and incentives that apply across more aspect of the shopping experience.

CURRENT EXPERIENCE

Digital and paper coupons	48%
Digital coupons only	37%
Paper coupons only	8%
None	8%

FUTURE DESIRES

Universal coupons to use across retailers	71%
Auto-loaded personalized digital coupons	70%
Free grocery delivery	52%
Personalized paper coupons to pick up in-store	50%

Source: 84.51° Real Time Insights Survey, September 2023. Sample sourced from consumers who shopped at Kroger in latest 3 months. n=400

For more key insights from 2023 and a look ahead to 2024, read our Consumer Digest 2023 Year in Review, "ADAPTING WITH RESILIENCE: THE NEW CUSTOMER PARADIGM."

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