

# 2019 U.S. Online Grocery Shopper Study

## Overall Satisfaction

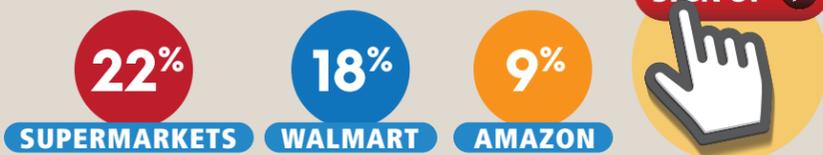
Amazon Still Leads; Supermarkets Improving



Boomers Show Highest Satisfaction with Online Food Shopping

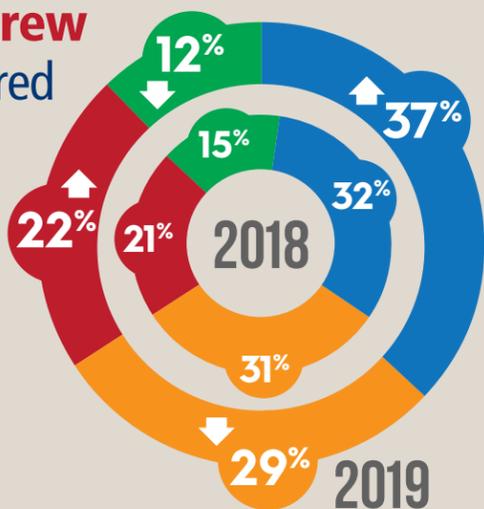


## Highest First-Time Use



Walmart Share **Grew Sharply** Compared to Amazon and Supermarkets

- Supermarkets
- Walmart
- Amazon
- All others



## Enticed to Purchase?

Nearly **Four in Ten** Shoppers Were Enticed to Purchase Additional Items During Their Online Order



Which Items Fell Short of Your Quality Standards?

Multiple responses allowed  
Base: Those not giving highest quality rating.



## Ordering Online Versus Shopping In-Store

Moving Towards **More Parity**

