THE RETAIL FEEDBACK GROUP 2019 U.S. Your Listening Partner™ **Online Grocery Shopper Study**





SUPERMARKETS WALMART Walmart Share **Grew** 12% **Sharply** Compared to Amazon and 15% Supermarkets 21% 2018 **Supermarkets Walmart** Amazon All others

Highest First-Time Use





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





SIGN UP







Ordering Online Versus Shopping In-Store

Moving Towards More Parity



More convenient for you Makes the most efficient use of

your time

More pleasantly surprising

More enjoyable

for the money spent

Provides more value

Shows company knows/cares about food

Takes better care of securing personal info

Provides more personalized

shopping experience

better selection of products for your needs

Provides better

Makes you feel

more valued as a customer

Provides products customer service best meeting your standards for quality and freshness

