

THE RISE OF E-GROCERY



Shopper expectations have shifted, and grocery delivery is here to stay. HealthFocus tracks these changes, and identifies the core drivers and pain points of online grocery shopping to help your brand best meet the new grocery e-commerce expectations. Connect with us to learn more.

FUTURE PLANS FOR ONLINE GROCERY SHOPPERS

Which of the following best describes how you plan to shop online for foods/beverages long-term?



CURRENT PITFALLS FOR E-GROCERY

What's preventing you from shopping for groceries online more often?

#1	I prefer to choose my own products at the shelf
#2	I enjoy the in-store shopping experience
#3	I need to see and touch the items
#4	Price
#5	More difficult to take advantage of sales/coupons