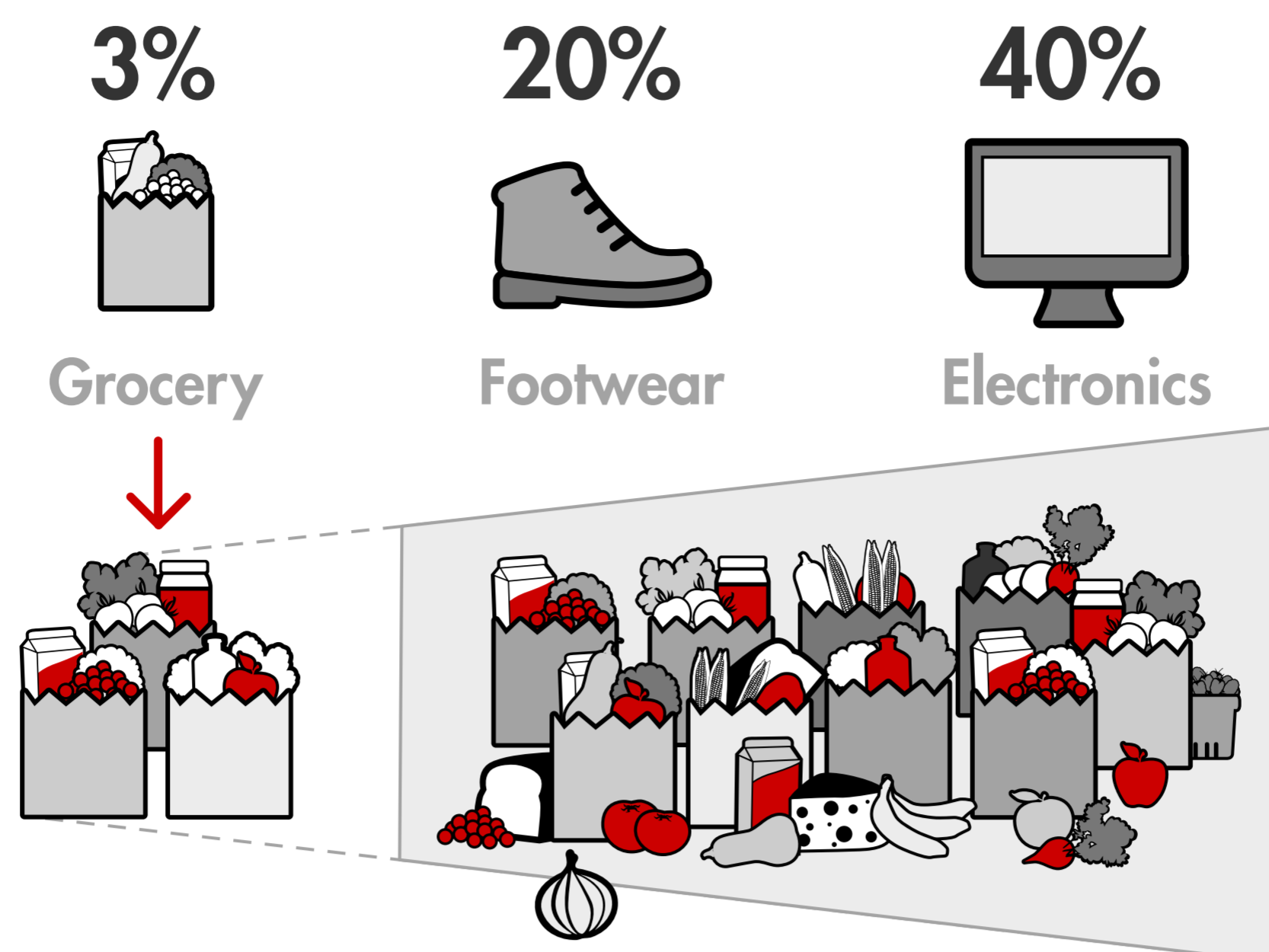


# Overcoming the Convenience Gap in Online Grocery Shopping

There's a huge digital opportunity for traditional grocers, but are they up to the task?

## The US is on the cusp of an online grocery boom

While US consumers don't buy groceries online as much as other goods ...



## Grocers have work to do in digital

Food shopping habits are deeply ingrained. Grocers need to overcome the initial hurdles.

Of surveyed consumers:

**25%** used an online grocery service in the last year

Of those:

**Only 26%** (6% of all consumers) have ordered more than once a month

**Only 42%** of first-timers said it saved them time

## But there is hope

The more shoppers buy online, the easier it gets:

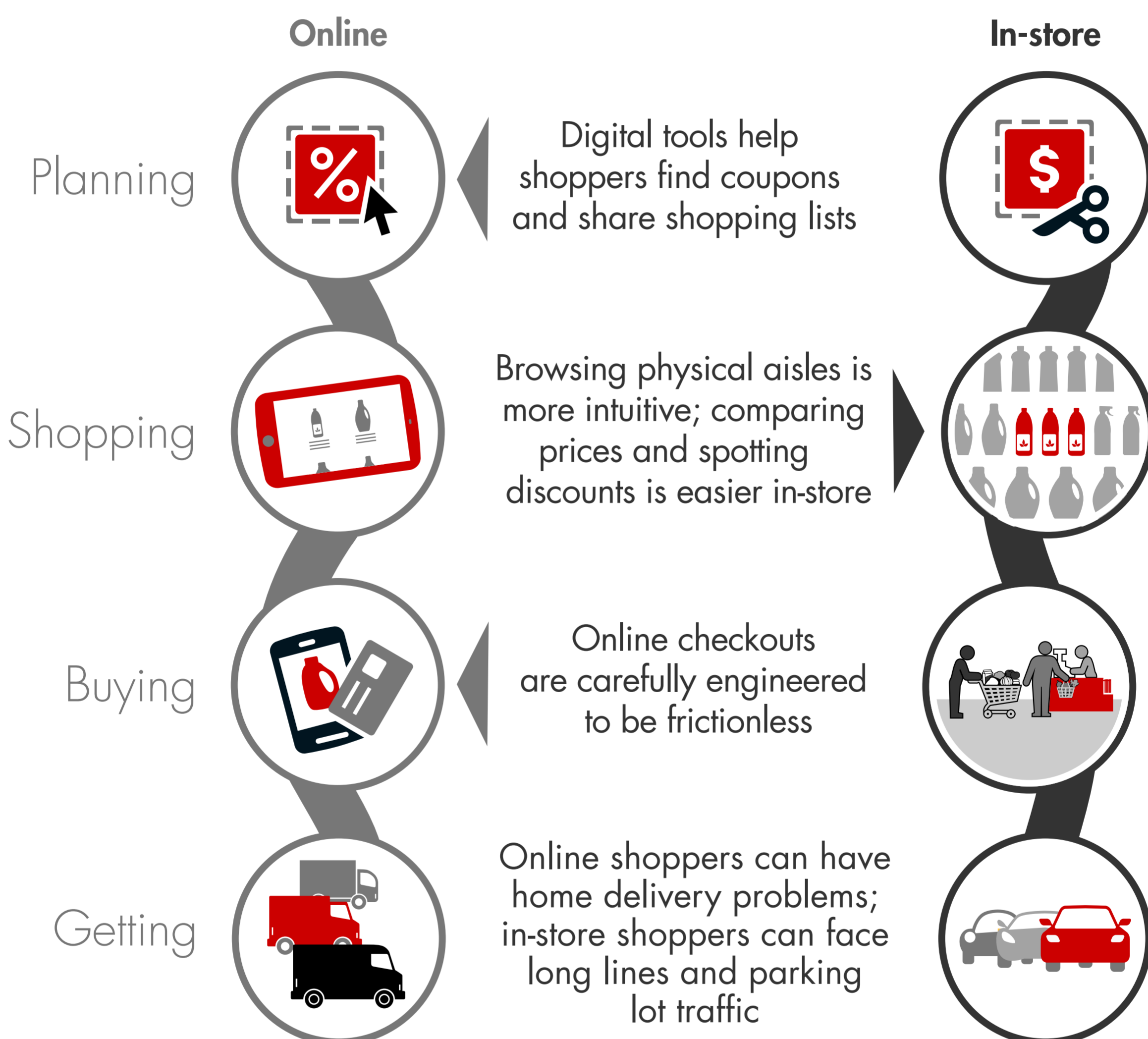
**63%** of those who shopped 3 times said it saved time

And online shoppers are loyal:

**75%** of online grocery shoppers still shop with the first retailer they tried

## In-store vs. online: which do shoppers prefer?

Some tasks are easier for consumers in the store vs. online, and vice versa.



## Making online shopping easy

Grocers can tackle the convenience gap and improve the digital experience by:

- Embracing a wide range of digital tools for creating and sharing shopping lists
- Making price comparisons easier
- Improving product substitutions
- Enhancing search, filtering and product recommendations
- Personalizing the experience
- Speeding up the delivery process

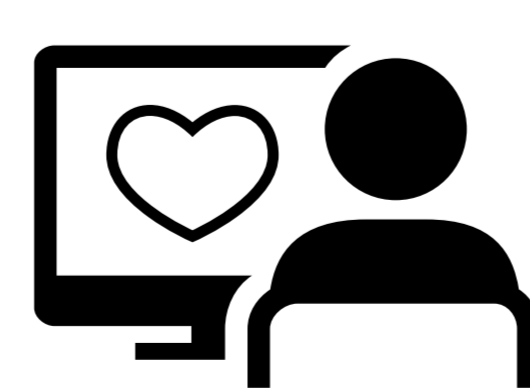
## Three keys to winning in omnichannel grocery

Those who can deliver frictionless experiences will emerge as winners in the rapidly changing grocery landscape.



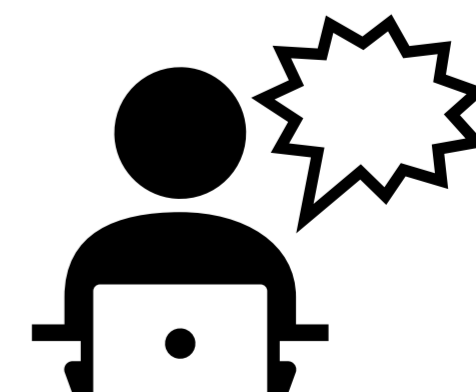
### Reimagine each interaction

Deliver an online experience that's superior to in-store by improving online convenience where it matters most to customers.



### Use the home court advantage

Customers overwhelmingly choose their traditional grocer for first-time online orders. Fight hard to keep those shoppers coming back.



### Meet your shoppers online

Embrace digital tools and reach consumers with the right messages when they are making critical buying decisions.

Read more:

[www.bain.com/omnichannel-grocery](http://www.bain.com/omnichannel-grocery)