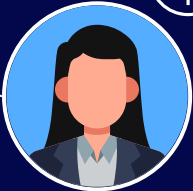




driverresearch

The State of Grocery Shopping

An analysis of 1,000 U.S. grocery shoppers



In this report

- 02 Background & methodology
- 04 Introduction
- 05 Key findings
- 06 Grocery items purchased
- 08 Grocery budgets & spending habits
- 10 Where (& how) people grocery shop
- 12 When consumers grocery shop
- 14 Seven grocery shopper segments
- 30 Exportable charts by demographics

Background & methodology

Drive Research conducted an online survey that included 17 questions. The survey received 1,000 census representative responses.

With a probabilistic sample, a total of 1,000 responses at the 95% confidence level offers a 3.1% margin of error. If the survey were conducted with another random pool of 1,000 respondents, the results would yield within +3.1% or -3.1% of the stated totals in the reports.

Conduct custom market research with your target audience

Drive Research is a national market research company specializing in various quantitative and qualitative methodologies.


Our firm works best as a market research consultant rather than the same-old traditional cookie-cutter vendor. Drive Research works with you to truly understand your objectives, goals, and outcomes to create a custom research study to address those needs as a partner.


Most importantly, our best-in-class insights lead to **actionable strategies for growth and increased revenue opportunities for your business**

There's more where that came from

[See our services](#)




 drive**research** Industries [Services](#) Panel




Online Surveys

There is a science to survey design, fieldwork management, and reporting. Drive Research follows an exclusive process to produce actionable solutions.




Focus Groups

Whether it be in-person, online, or text focus groups, Drive provides end-to-end project management with our recruiting, moderating, and reporting services.



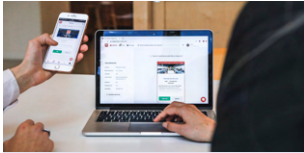
Qualitative Recruiting

We specialize in online recruiting including the use of our national panel and social media ads to quickly recruit quality participants cost-effectively.




In-Depth Interviews (IDIs)

Have a detailed conversation with key influencers and content creators to gather in-depth feedback about your brand, products, or services.



User Experience (UX)

Our methodology for user experience utilizes screen-sharing technologies with a trained interviewer, interviewee, and a question guide.



New Product Development

Identify, create, and launch successful new products, services, or concepts by using market research, prototyping, and testing.

Introduction

Grocery shopping doesn't look the same as it used to. Today's consumers no longer use price as the sole deciding factor for choosing which store to buy from. Convenience, healthy food options, online delivery or pick-up availability, and brand loyalty among many other factors drive a customer's buying behavior.

After surveying 1,000 consumers across the U.S., Drive Research quickly learned that consumers distinctively have different needs. Based on these results, we created seven shopper profiles that showcase the attributes, motivations, and demographics of varying market segments.

Our hope is that grocery stores can use this information to make data-driven decisions that help establish lasting relationships with their customers.



GEORGE KUHN
Owner & President



Key Findings



Over half of consumers anticipate spending more on groceries in 2024 than 2023 (56%), with 39% of people spending over their grocery shopping budget each month

This trend could impact both retailers and consumers, with implications for pricing strategies, product demand, and household budgets.



Dairy goods (82%), fresh produce (80%), and snack foods (76%) are among the top grocery items people purchase

Based on this finding, grocers should optimize their inventory management and marketing strategies to meet customer demand effectively.



Most grocery shopping still happens in physical stores – though usage of grocery delivery and pickup services are rising

74% of monthly grocery shopping was completed in a physical store across the total sample. While most shoppers are still grocery shopping in-person, usage of grocery delivery services increased by 56% from 2022.



Grocery shoppers report low everyday pricing (71%) is a more valuable offer than weekly ad specials (51%) or digital coupons (45%)

According to our data, by prioritizing competitive everyday prices over sporadic specials or digital coupons, stores can build trust and loyalty among shoppers who appreciate transparent and reliable pricing.

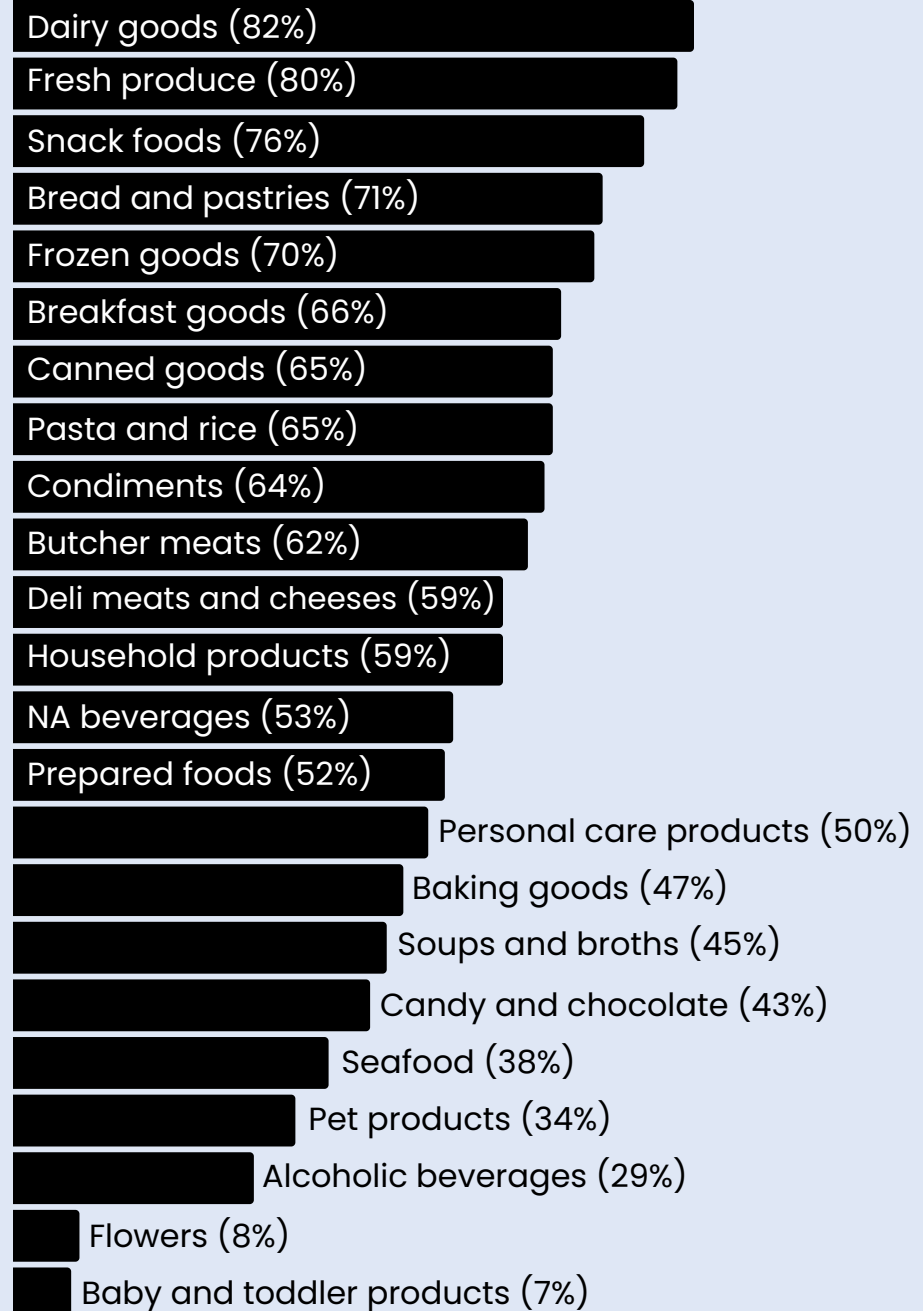
Grocery items purchased

Dairy goods (82%), fresh produce (80%), and snack foods (76%) are among the top grocery items people purchase

Dairy goods and fresh produce are staples in many diets, offering essential nutrients, freshness, and convenience. Additionally, snack foods cater to cravings and provide quick energy boosts, making them popular choices for consumers.



The most common grocery store items purchased:





Larger household sizes are more likely to purchase snack foods than smaller HH sizes

For households with five or more people living in the home, snack foods such as chips, cookies, crackers, and dried fruit was the second highest purchased grocery item (85%) behind fresh produce (88%).

Comparatively, households with 1-4 people were more likely to report dairy goods and fresh produce as items they most typically purchase at the grocery store.

Here's a closer look at how different household sizes have varying grocery items they are most likely to purchase.

HH Size of 1

Dairy goods: 78%
Fresh produce: 73%
Frozen goods: 67%

HH Size of 2

Dairy goods: 87%
Fresh produce: 83%
Snack foods: 79%

HH Size of 3-4

Dairy goods: 79%
Fresh produce: 77%
Snack foods: 77%

HH Size of 5+

Fresh produce: 88%
Snack foods: 85%
Dairy goods: 84%

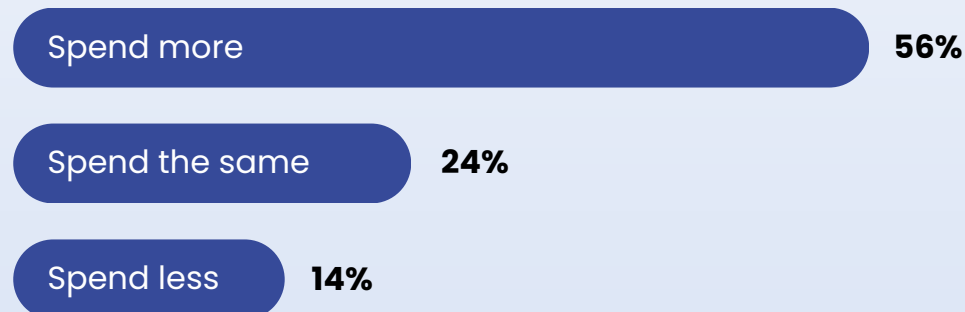
How Much People Spend on Groceries

56% of consumers anticipate they will spend more on groceries in 2024 than 2023

According to our grocery store shopping survey, on average consumers **spend \$174 on groceries per shopping trip**. This is a 12% increase from the average spent per grocery shopping trip in 2022.

Additionally, over half of consumers anticipate spending more on groceries in 2024 than 2023 (56%). This trend could impact both retailers and consumers, with implications for pricing strategies, product demand, and household budgets.

How consumers anticipate their grocery shopping spend will change in 2024 compared to 2023:





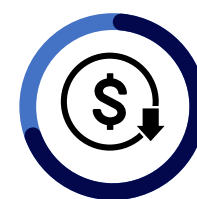
39% of people spend over their grocery shopping budget each month

This finding highlights a notable challenge for many consumers in adhering to their grocery budgets.

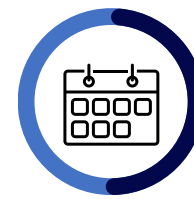
The U.S. Department of Agriculture predicts **all food prices are expected to increase 2.5%** and food-at-home prices are predicted to go up 1.6% in 2024.

Therefore, it is no surprise that nearly 40% of people are spending more than their allotted amount on groceries each month. This is likely points to why grocery shoppers report low everyday pricing (71%) is a more valuable offer than weekly ad specials (51%) or digital coupons (45%)

Offers grocery shoppers report are most valuable:



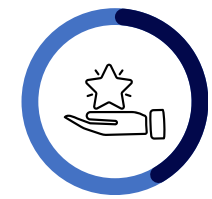
71%
Low everyday
pricing



51%
Weekly ad
specials



45%
Digital
coupons



43%
Loyalty
program point
accumulation

03

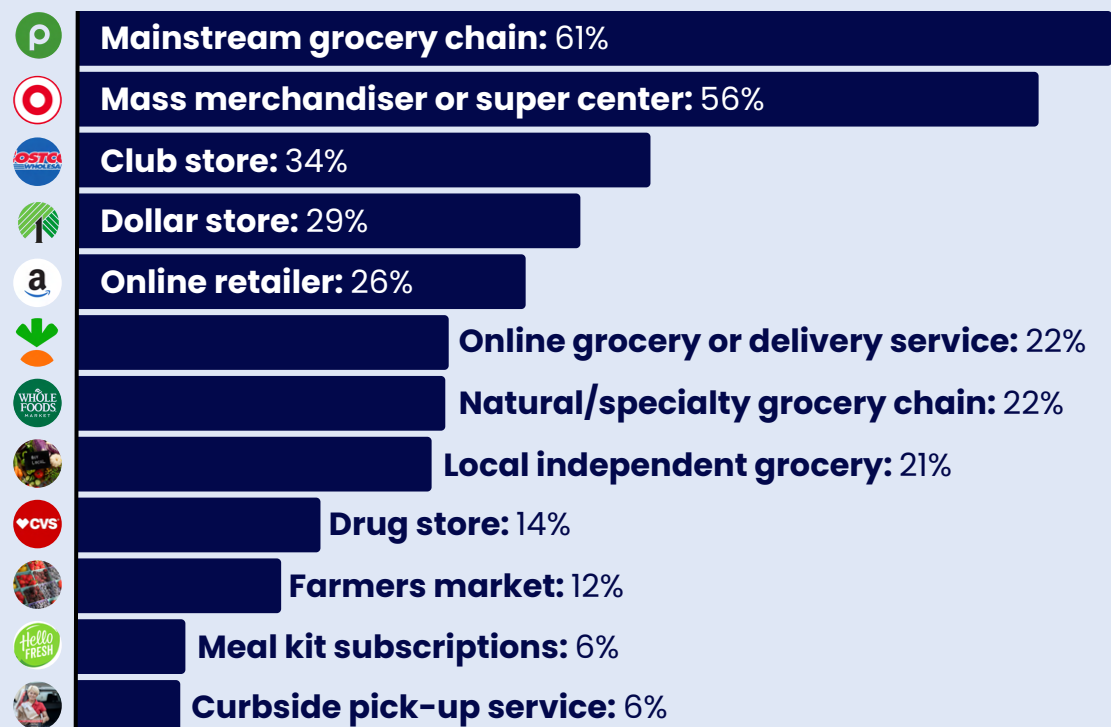
Where (&how) people grocery shop

Interested in learning how
to measure grocery
shopper buying habits?

[Read this blog](#)

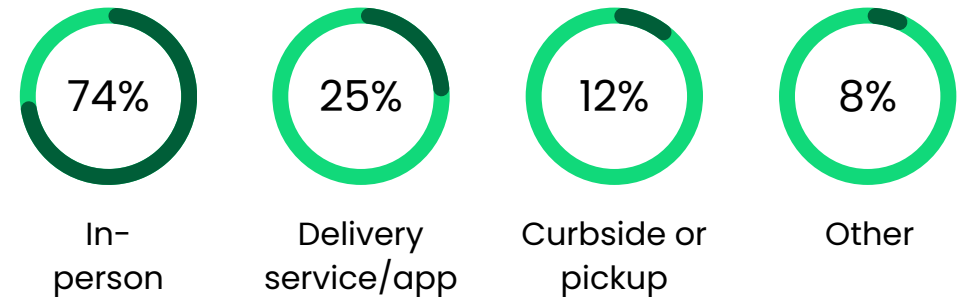


The most common grocery store locations where people shop include:

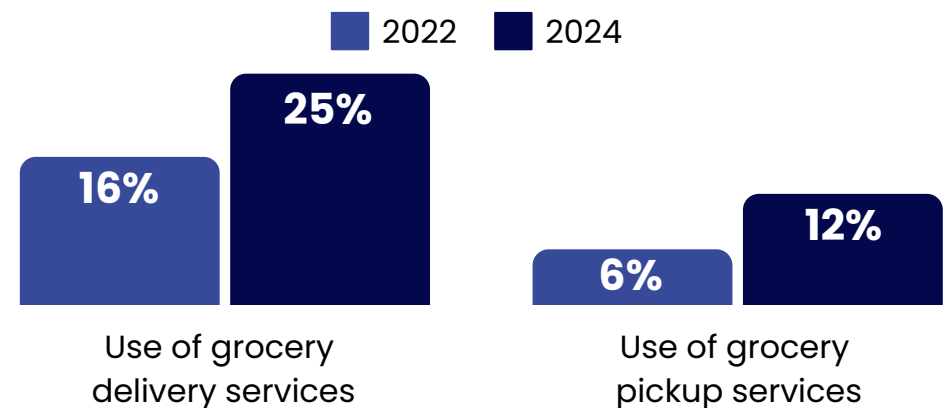


Consumers still mostly shop for groceries in-person, at a physical grocery store

Our survey asked respondents in a typical month, what percent of their grocery shopping was completed in-person, by delivery, through curbside pickup, or other channels. **Here are the averages.**



Though usage of grocery delivery and pickup services are rising:



04

When people grocery shop (+ how often)

	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
Before 7 a.m.	22%	16%	12%	15%	14%	19%	22%
7 a.m. to 9:59 a.m.	21%	17%	15%	16%	14%	17%	24%
10 a.m. to 1:59 p.m.	23%	20%	21%	25%	19%	25%	27%
2 p.m. to 4:59 p.m.	19%	17%	17%	22%	21%	24%	22%
5 p.m. to 7:59 p.m.	16%	13%	14%	17%	18%	23%	20%
8 p.m. or later	13%	10%	9%	12%	10%	15%	18%

While times for grocery shopping varied consistently across days and times of the week, there was a **noticeable increase on Saturdays from 10 a.m. to 1:59 p.m.**

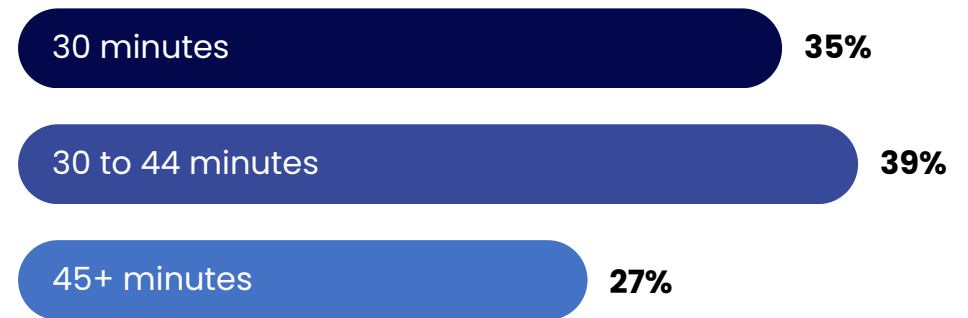
Knowing this is a peak time for grocery shopping enables stores to optimize their staffing and inventory management during these hours.

Tuesday evenings, particularly after 8 p.m., are the least popular time for grocery shopping. Grocers should consider optimizing staffing levels and conduct maintenance or restocking activities during these quieter periods.

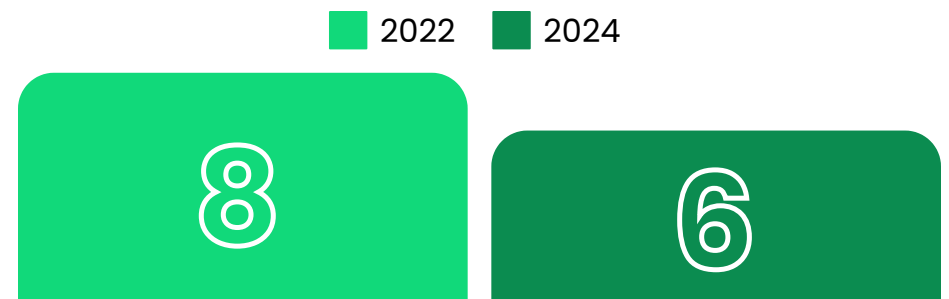


Most people spend less than 44 minutes grocery shopping per trip (74%)

From our experience conducting [retail market research](#), we have found many people try to minimize time spent on errands, allowing them to balance other commitments and responsibilities effectively. Though, the amount of **time people spend in a grocery store during an average trip varies.**



In 2024, consumers report making 6 grocery store trips or orders per month – down from the average 8 trips in 2022



05

Meet the different grocery shopper profiles



Note: To collect the input variables for consumer segmentation, a MaxDiff exercise was included in the survey. Respondents completed trade-off scenarios with 50 unique statements about grocery shopping behaviors and attitudes. A latent class analysis was then conducted with the MaxDiff results to identify seven consumer segments within the grocery shopping space.



SEGMENT 1

Health-Conscious Families

n=78 (7%)

Defining Attitudes



Organic and natural foods are their first choice



Prefers preparing their own food at home



Go out of way to purchase healthy grocery items



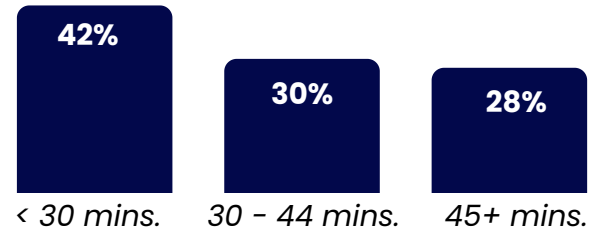
Interested in new plant-based alternatives

Purchasing Behaviors

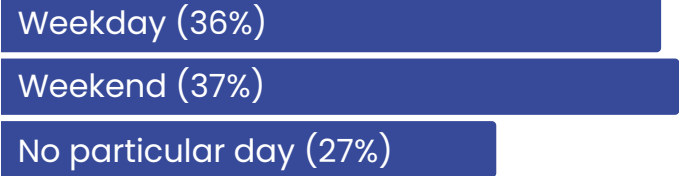
Average Grocery Trip Spend: **\$173**

Average Grocery Trips Per Month: **12**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

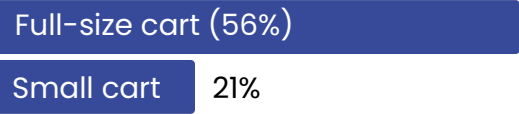


"I consider myself to be tech-savvy"

"The more variety of groceries I buy, the better"

Grocery Shopping Habits

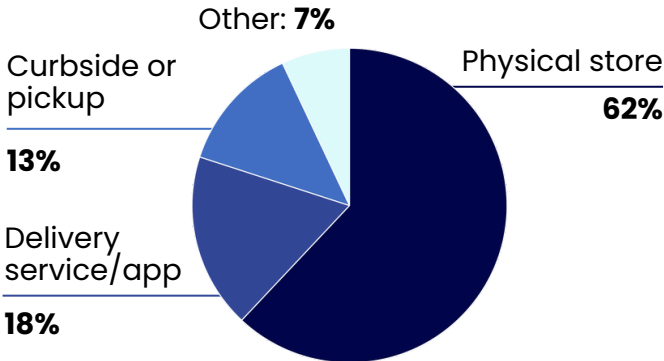
Top Methods of Carrying Groceries



Typical Grocery Shopping Locations

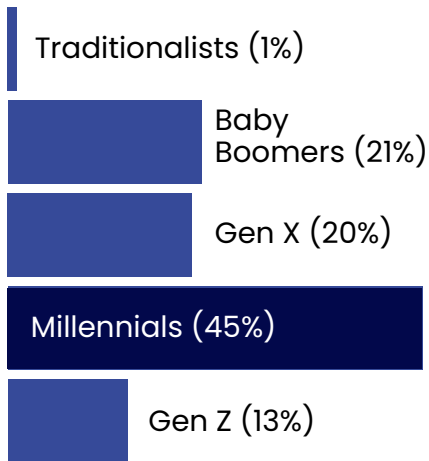
- Mass merchandiser (62%)
- Mainstream grocery chain (59%)
- Natural/specialty grocery chain (51%)
- Online retailer (40%)
- Local independent grocery (33%)

Share of Monthly Grocery Shopping

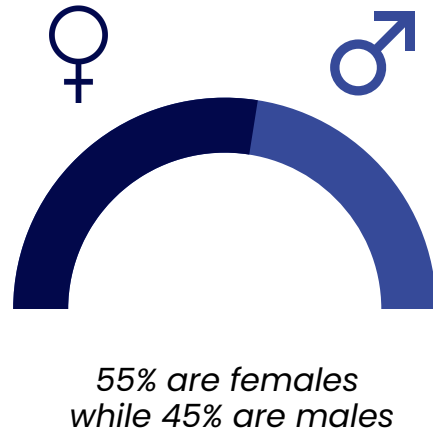


Demographics: Health-Conscious Families

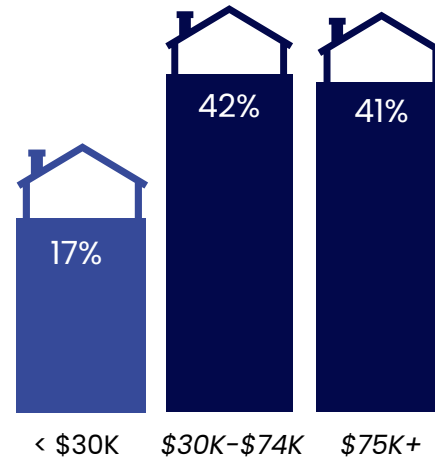
Nearly 1 in 2 are a Millennial



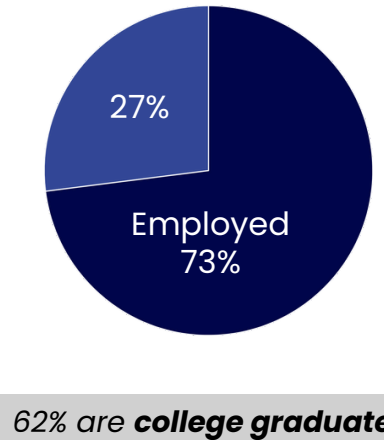
The slight majority is female



83% have a HHI of \$30K+



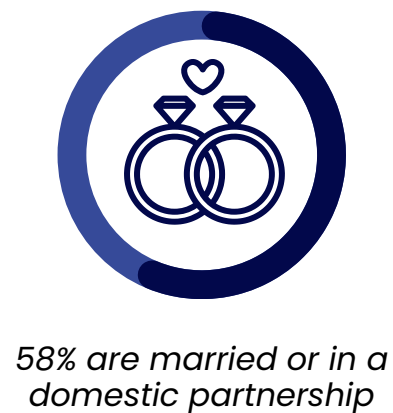
Majority are employed



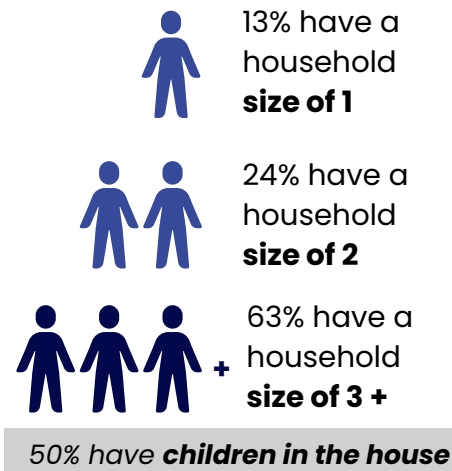
Primary decision-makers



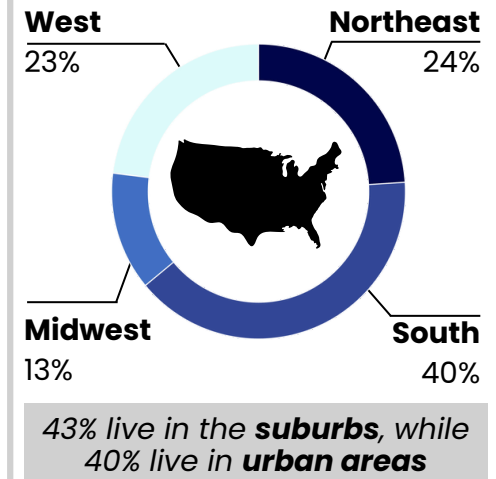
About 3 in 5 are married



63% have a household of 3+



Most live in suburban/urban areas



Note: Defining demographics include younger, higher income, employed, households with 3+ members, frequent shoppers, live in suburban/urban areas, shop at natural/specialty chain stores and online retailers.



SEGMENT 2

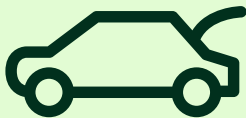
Anti-Shoppers

n=94 (8%)

Defining Attitudes



Visits the same grocery store



Takes advantage of curbside or in-store grocery pickup



Stocks up on groceries to maximize each visit



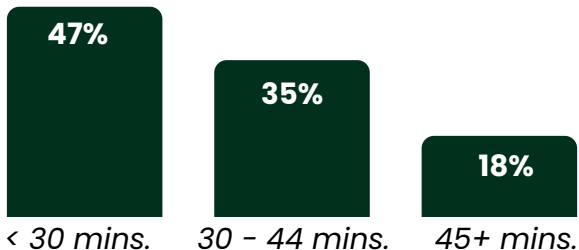
Use online grocery services as a go-to

Purchasing Behaviors

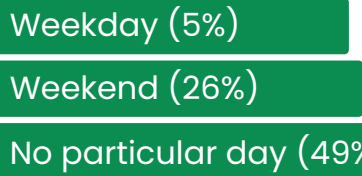
Average Grocery Trip Spend: **\$135**

Average Grocery Trips Per Month: **5**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

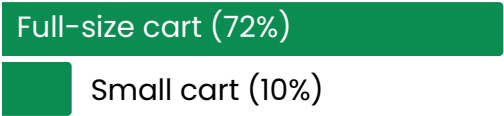


"I always make a list before making a trip to the grocery store"

"I look to cut costs whenever possible in the grocery store"

Grocery Shopping Habits

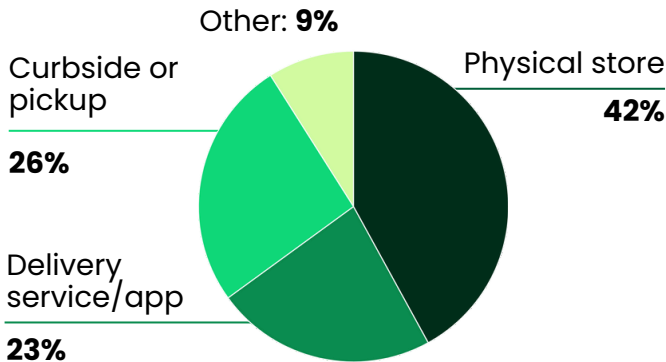
Top Methods of Carrying Groceries



Typical Grocery Shopping Locations

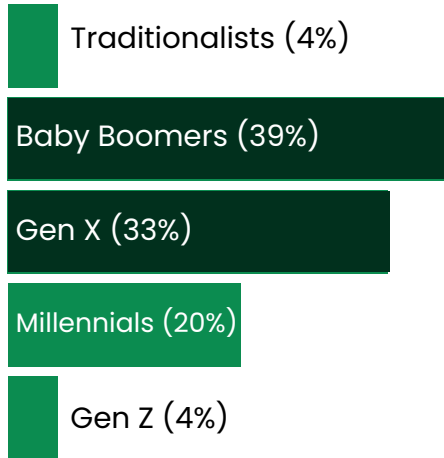
- Mainstream grocery chain (56%)
- Mass merchandiser (46%)
- Online retailer (29%)
- Dollar store (19%)
- Online grocery or delivery service (16%)

Share of Monthly Grocery Shopping



Demographics: Anti-Shoppers

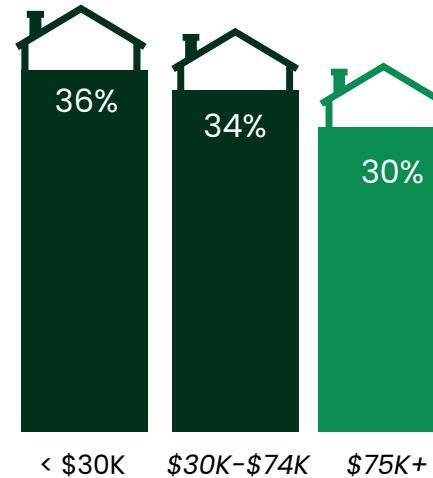
Most are Baby Boomers or Gen X



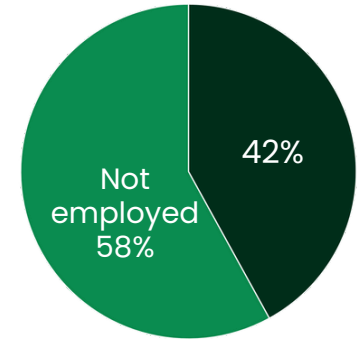
7 in 10 are female



70% have an income of \$74K or less

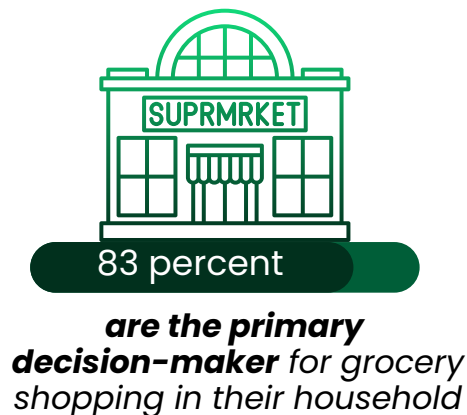


Majority are not employed



54% are **college graduates**

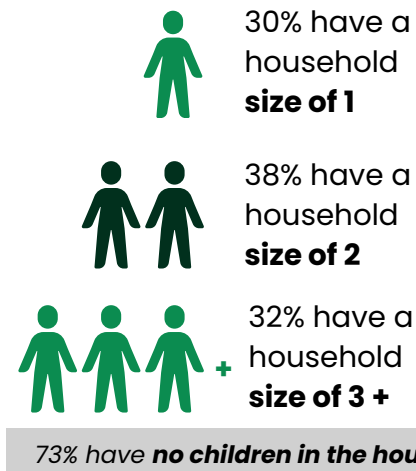
Primary decision-makers



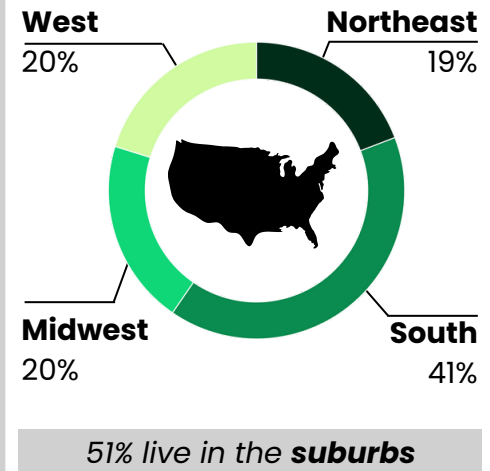
1 in 2 are married



38% have a household of 2



Most live in suburban areas



Note: Defining demographics include infrequent shoppers, quick shoppers, female-skewed, avoid in-store use online delivery/curbside, and Gen X/Baby Boomers.



SEGMENT 3

Simple Pleasure Seekers

n=162 (15%)

Defining Attitudes



Visits the same grocery store



Gets in and out of grocery stores as quickly as possible



Finds all the groceries they need at one store



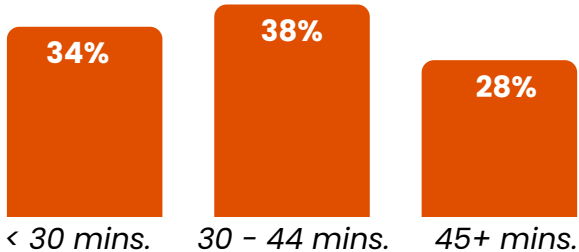
Throws some junk food and desserts in their grocery cart

Purchasing Behaviors

Average Grocery Trip Spend: **\$137**

Average Grocery Trips Per Month: **8**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

Weekday (27%)

Weekend (22%)

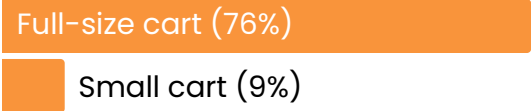
No particular day (51%)

"I decide what to buy as I walk through the grocery aisles"

"I look to cut costs whenever possible in the grocery store"

Grocery Shopping Habits

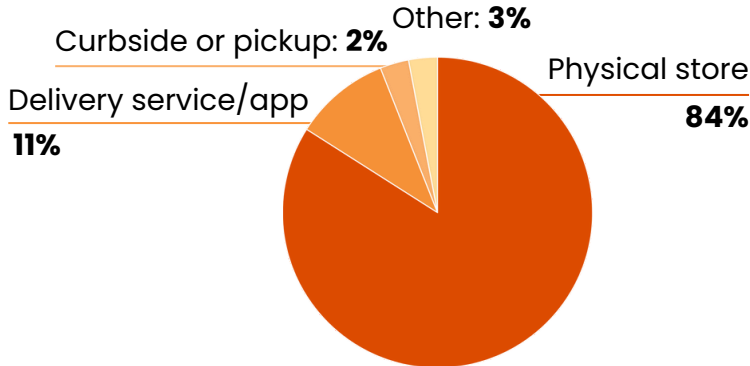
Top Methods of Carrying Groceries



Typical Grocery Shopping Locations

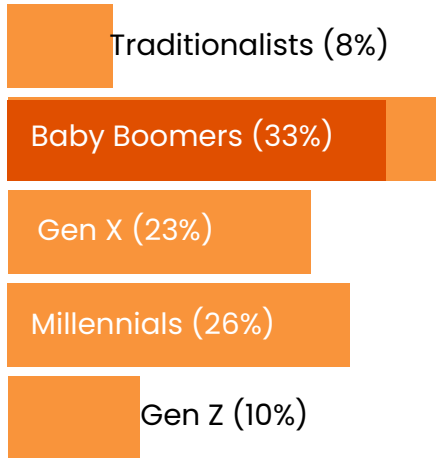
- Mass merchandiser (62%)
- Mainstream grocery chain (54%)
- Dollar store (25%)
- Local independent grocery (22%)
- Club store (16%)

Share of Monthly Grocery Shopping

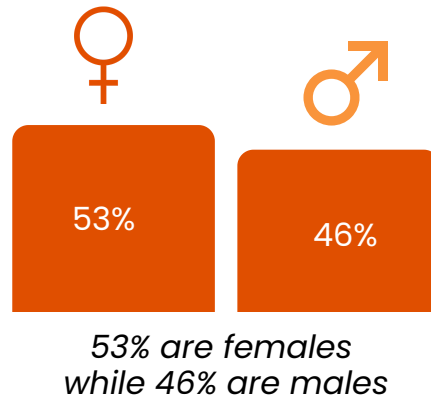


Demographics: Simple Pleasure Seekers

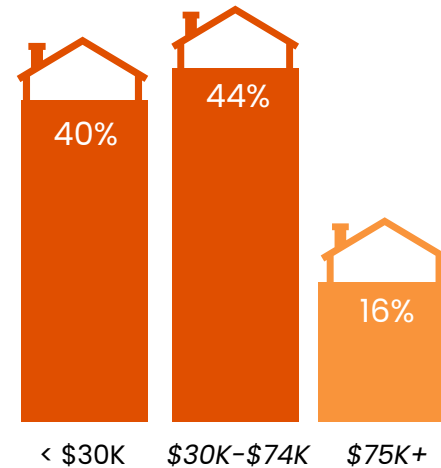
1 in 3 are a Baby Boomer



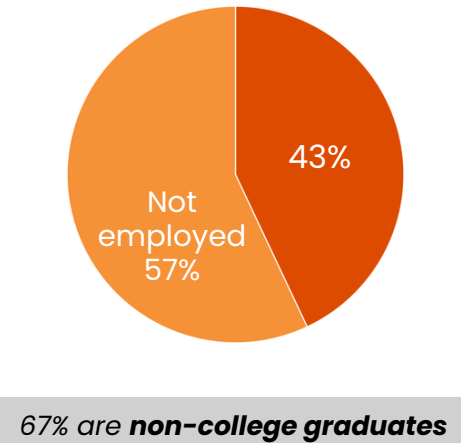
Slight majority are female



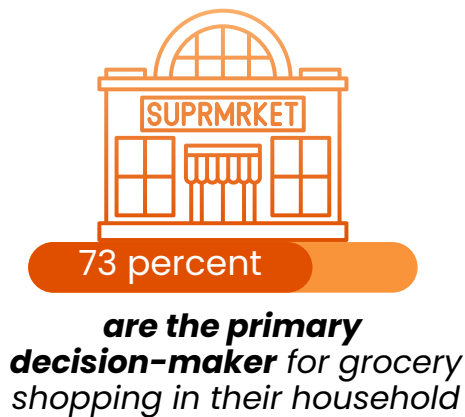
84% have an income of \$74K or less



Majority are not employed



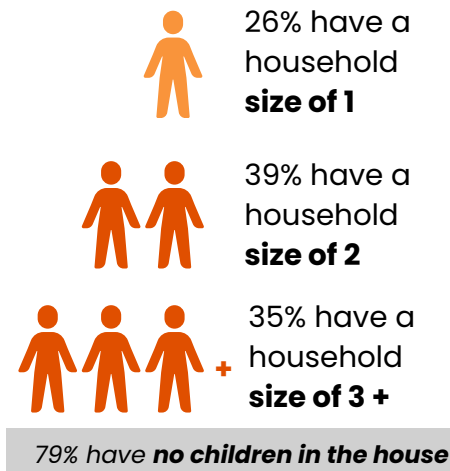
Primary decision-makers



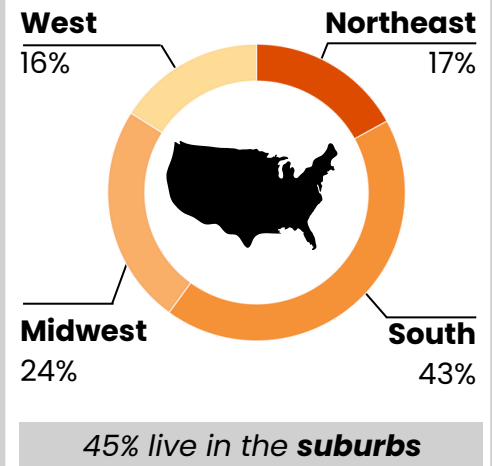
3 in 5 are not married



74% have a household of 2+



Many live in suburban areas



Note: Defining demographics include lower income, less education, less marriages, not as good health, and shops any day of the week.



SEGMENT 4

Seasoned Planners

n=182 (16%)

Defining Attitudes



Always makes a list before going to the grocery store



Cooks homemade meals more than often than not



Visits the same grocery store



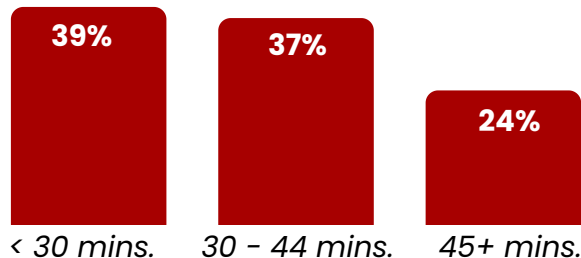
Enjoys preparing their own food

Purchasing Behaviors

Average Grocery Trip Spend: **\$125**

Average Grocery Trips Per Month: **5**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

Weekday (35%)

Weekend (23%)

No particular day (42%)

"I look to cut costs whenever possible in the grocery store"

Grocery Shopping Habits

Top Methods of Carrying Groceries

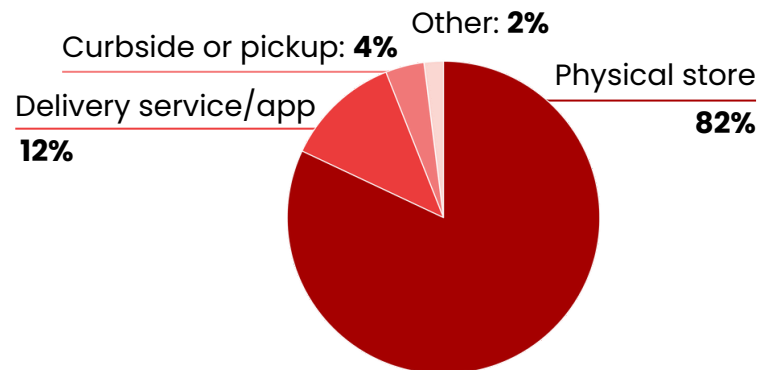
Full-size cart (73%)

Small cart (14%)

Typical Grocery Shopping Locations

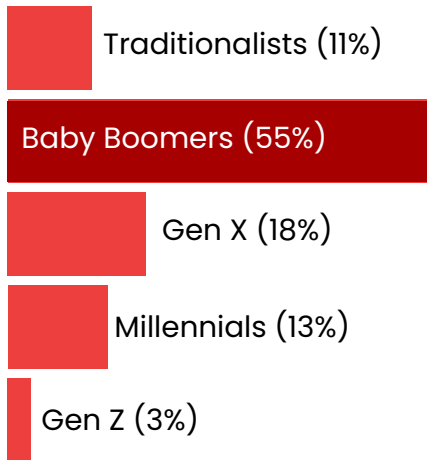
- Mainstream grocery chain (70%)
- Mass merchandiser (47%)
- Club store (24%)
- Natural/specialty grocery chain (20%)
- Local independent grocery (18%)

Share of Monthly Grocery Shopping

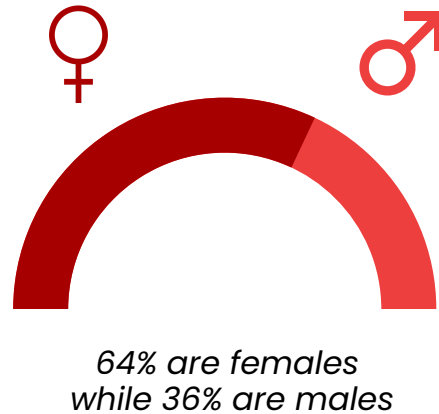


Demographics: Seasoned Planners

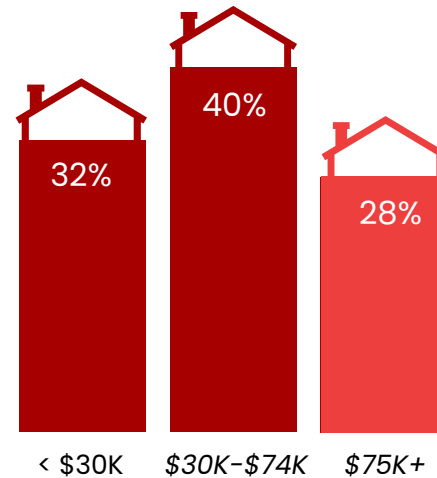
Majority are Baby Boomers



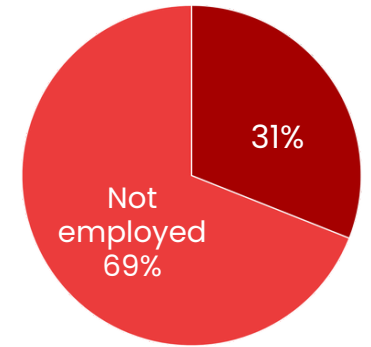
Over 2 in 3 are female



70% have an income of \$74K or less

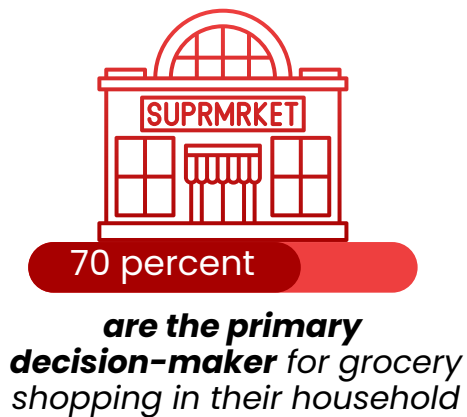


Majority are not employed



52% are **college graduates**

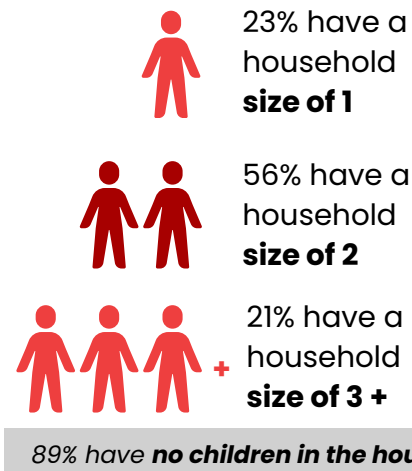
Primary decision-makers



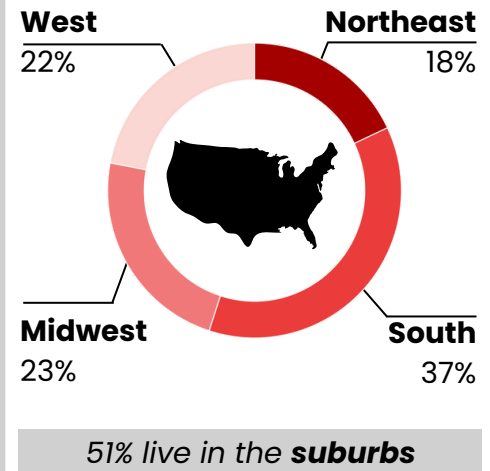
About 3 in 5 are married



Most have 2 HH members



1 in 2 live in suburban areas



Note: Defining demographics include older, not employed, no children in household, 2 HH members, lower spend, and mainstream chain shoppers.



SEGMENT 5

Young Spenders

n=305 (28%)

Defining Attitudes



Always makes a list before going to the grocery store



Enjoys preparing their own food



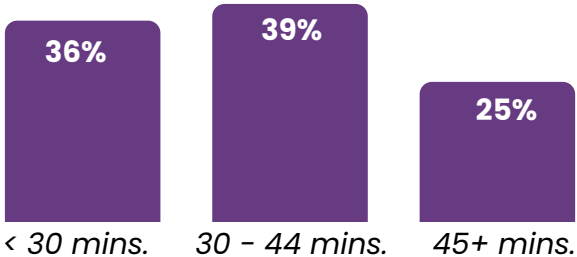
Visits the same grocery store

Purchasing Behaviors

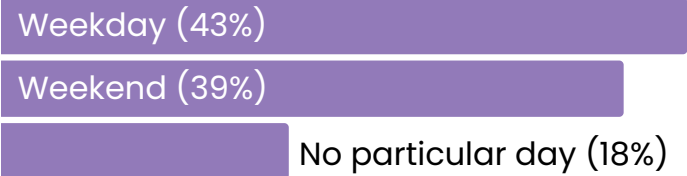
Average Grocery Trip Spend: \$200

Average Grocery Trips Per Month: 11

Average Time Spent Per Grocery Trip



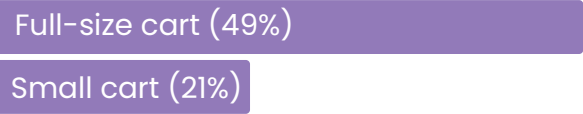
Days for Purchasing Groceries



"I get in and get out of grocery stores as quickly as possible"

Grocery Shopping Habits

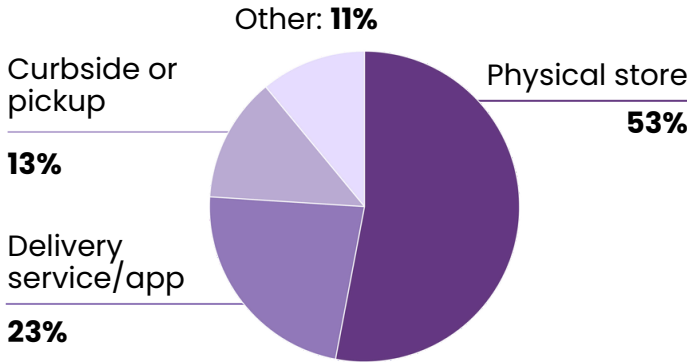
Top Methods of Carrying Groceries



Typical Grocery Shopping Locations

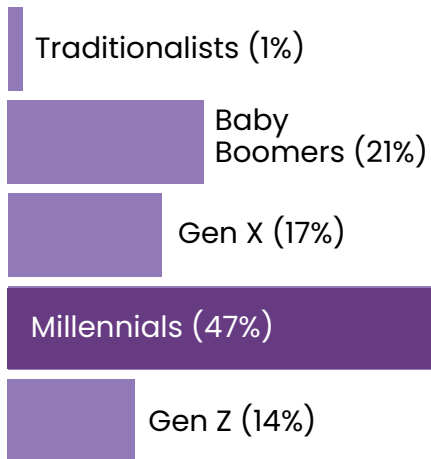
- Mass merchandiser (50%)
- Mainstream grocery chain (38%)
- Dollar store (27%)
- Online retailer (27%)
- Club store (24%)

Share of Monthly Grocery Shopping

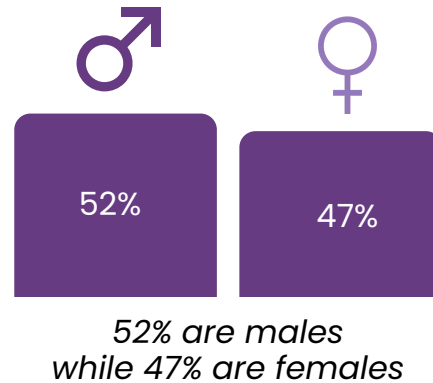


Demographics: Young Spenders

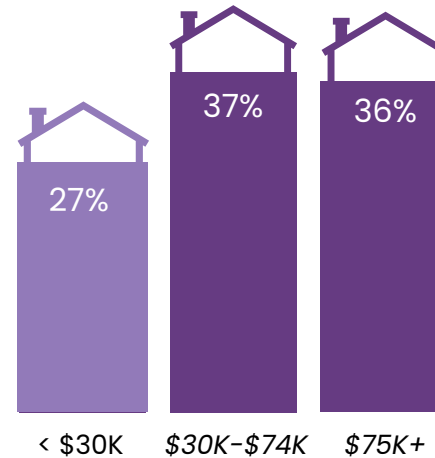
47% are a Millennial



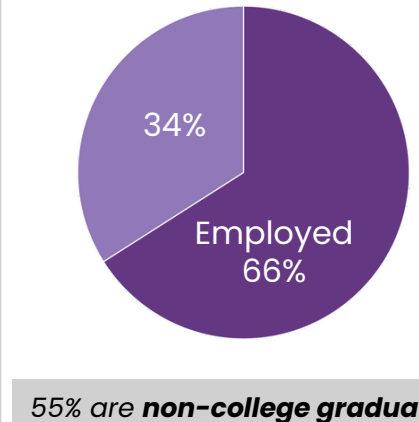
Slight majority are male



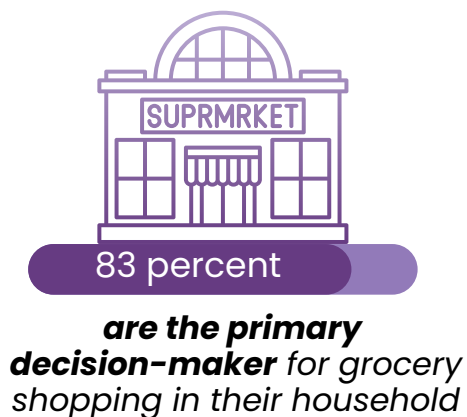
Most have a HHI of \$30K+



66% are employed



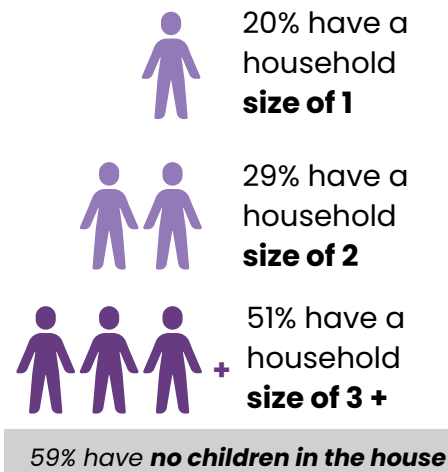
Primary decision-makers



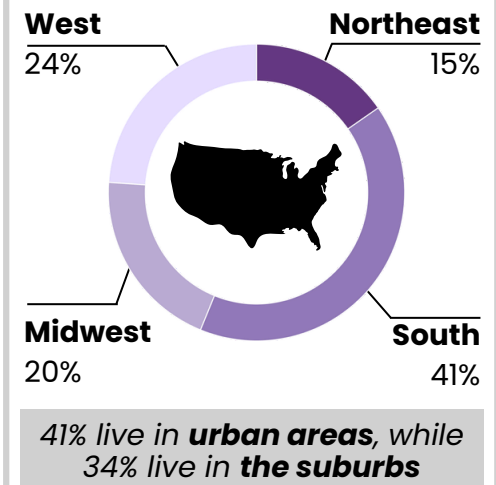
1 in 2 are married



Most have a household of 3+



Most live in suburban/urban areas



Note: Defining demographics include younger, higher income, employed, more diverse, higher spenders, planned shopping, and non-mainstream chain shoppers.



SEGMENT 6

Grocery Enthusiasts

n=150 (14%)

Defining Attitudes



Cooks homemade meals and enjoys preparing their own food



Enjoys grocery shopping with family, friends, or a partner



Visits the same grocery store and always makes a list before



Doesn't mind running to the store for a few groceries



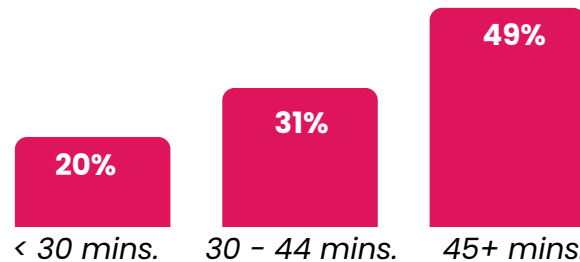
Takes the time to compare grocery items

Purchasing Behaviors

Average Grocery Trip Spend: **\$162**

Average Grocery Trips Per Month: **8**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

Weekday (26%)

Weekend (38%)

No particular day (36%)

"I'm one to always throw some junk food and desserts in my grocery cart"

"I look forward to grocery shopping"

Grocery Shopping Habits

Top Methods of Carrying Groceries

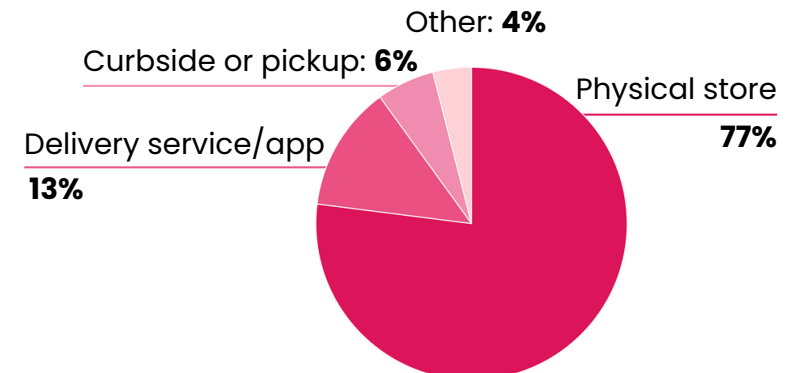
Full-size cart (82%)

Small cart (5%)

Typical Grocery Shopping Locations

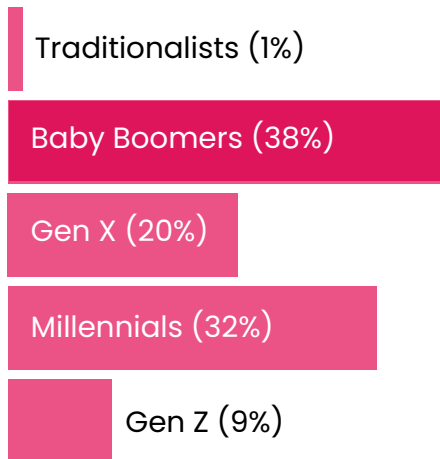
- Mass merchandiser (63%)
- Mainstream grocery chain (57%)
- Club store (25%)
- Local independent grocery (23%)
- Dollar store (23%)

Share of Monthly Grocery Shopping

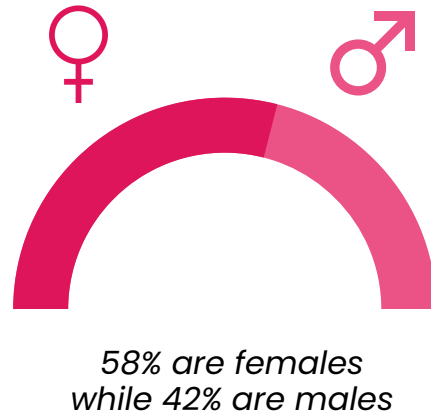


Demographics: Grocery Enthusiasts

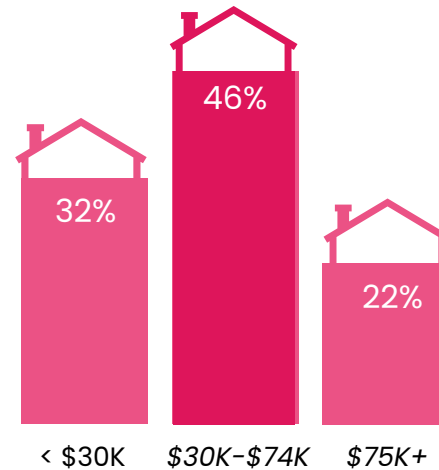
2 in 5 are a Baby Boomer



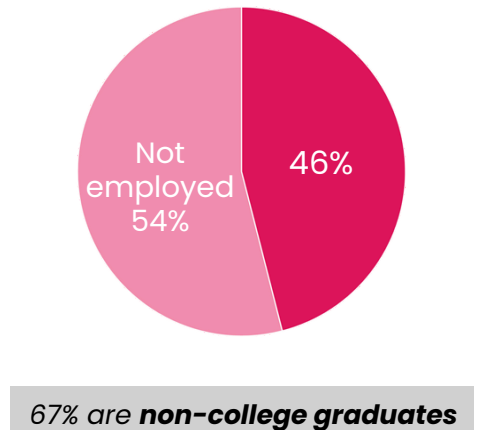
About 3 in 5 are female



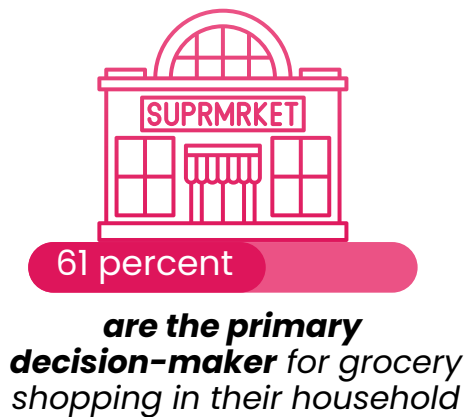
46% have a HHI of \$30K-\$74K



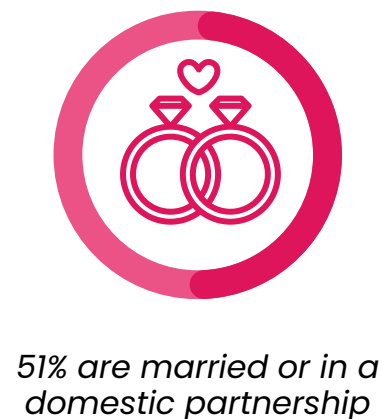
Over half are not employed



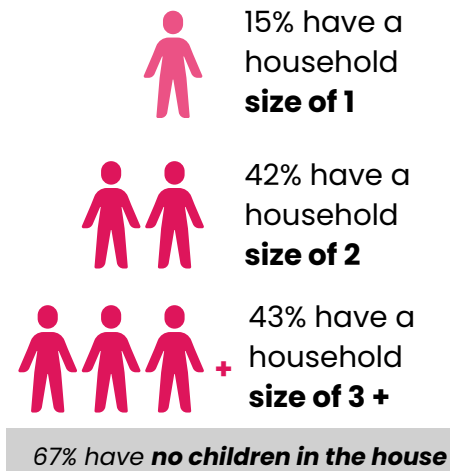
Primary decision-makers



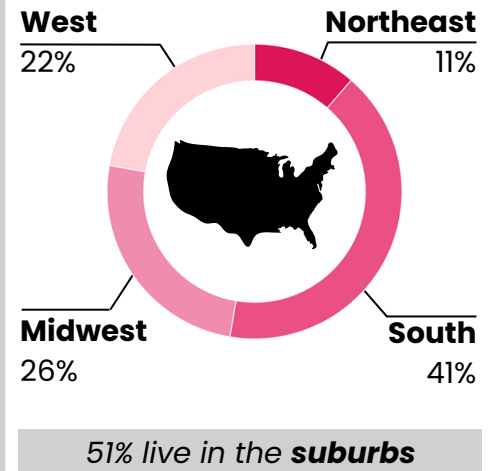
1 in 2 are married



Most have a household of 2+



1 in 2 live in suburban areas



Note: Defining demographics include shared-involvement, 2+ HH Members, slow shoppers, less education, and full-cart shoppers.



SEGMENT 7

Frugal Do-it- Yourselfers

n=133 (12%)

Defining Attitudes



Looks to cut costs whenever possible in the grocery store



Visits the same grocery store and always makes a list before



Cooks homemade meals and enjoys preparing their own food



Views store or discount brands are as good as premium brands



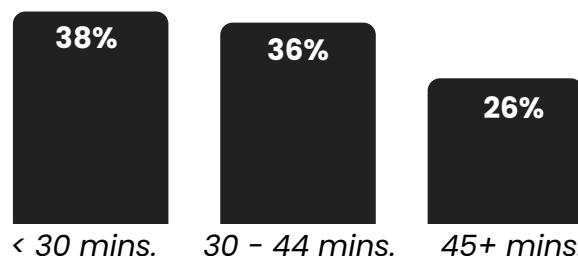
Takes the time to compare grocery items

Purchasing Behaviors

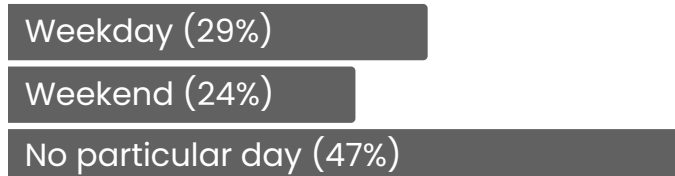
Average Grocery Trip Spend: \$116

Average Grocery Trips Per Month: 6

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

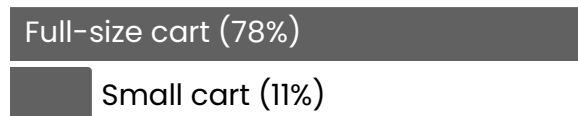


"I'm not interested in using online grocery services"

"I don't trust other people to pick out my groceries"

Grocery Shopping Habits

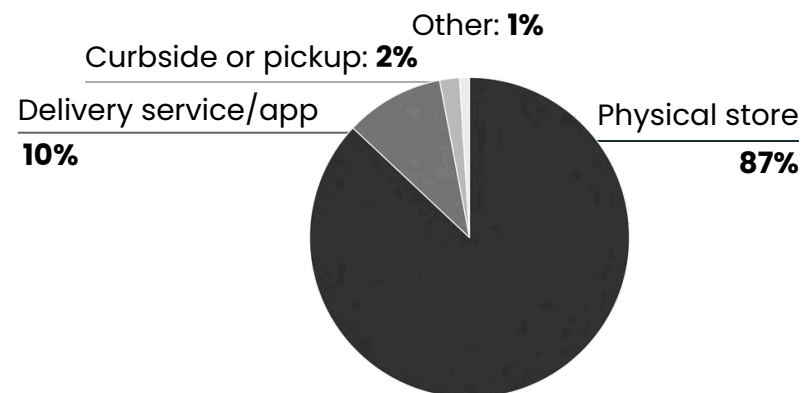
Top Methods of Carrying Groceries



Typical Grocery Shopping Locations

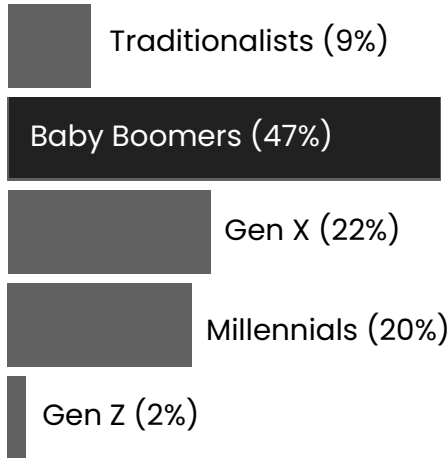
- Mainstream grocery chain (70%)
- Mass merchandiser (59%)
- Local independent grocery (23%)
- Dollar store (21%)
- Club store (21%)

Share of Monthly Grocery Shopping

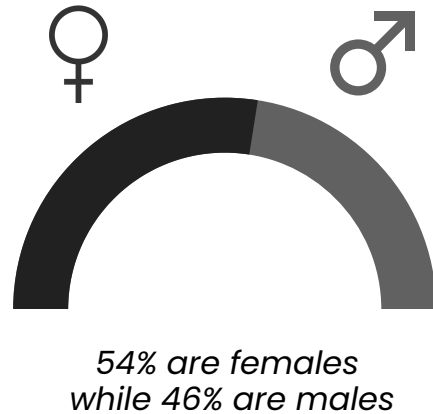


Demographics: Frugal Do-it-Yourselfers

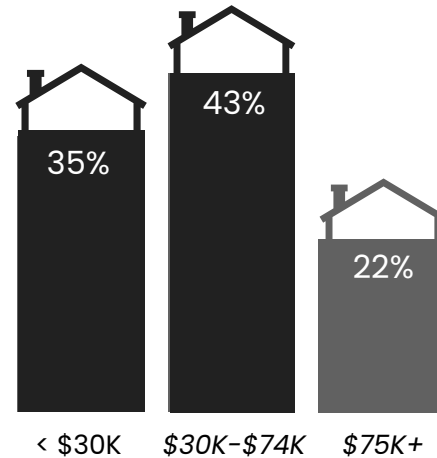
Nearly 1 in 2 are a Baby Boomer



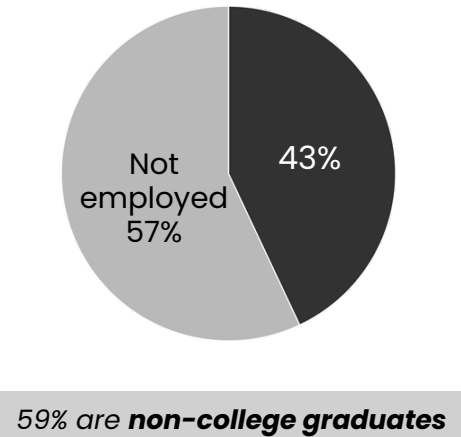
Over 1 in 2 are female



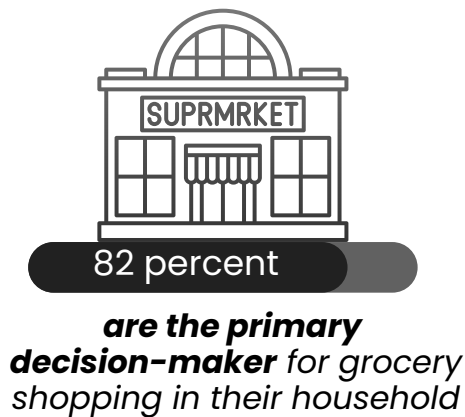
78% have a HHI of \$74K or less



Majority are not employed



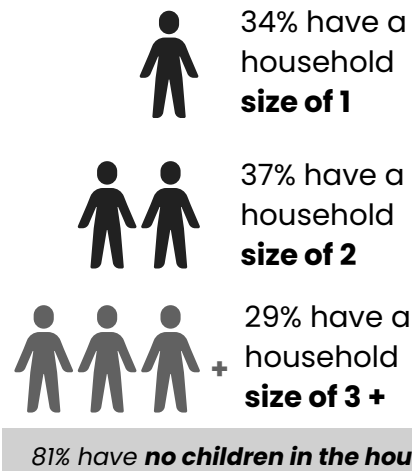
Primary decision-makers



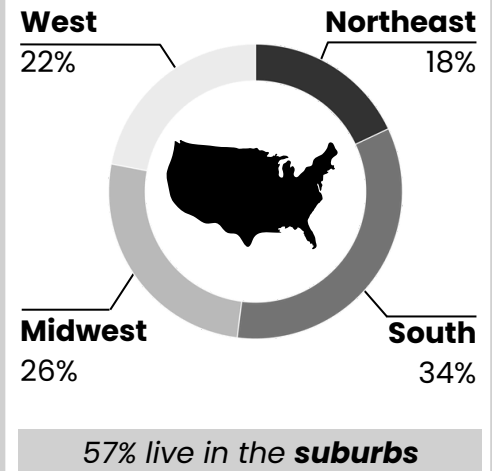
Slight majority are not married



71% have a household of 2 or less



Over half live in the suburbs



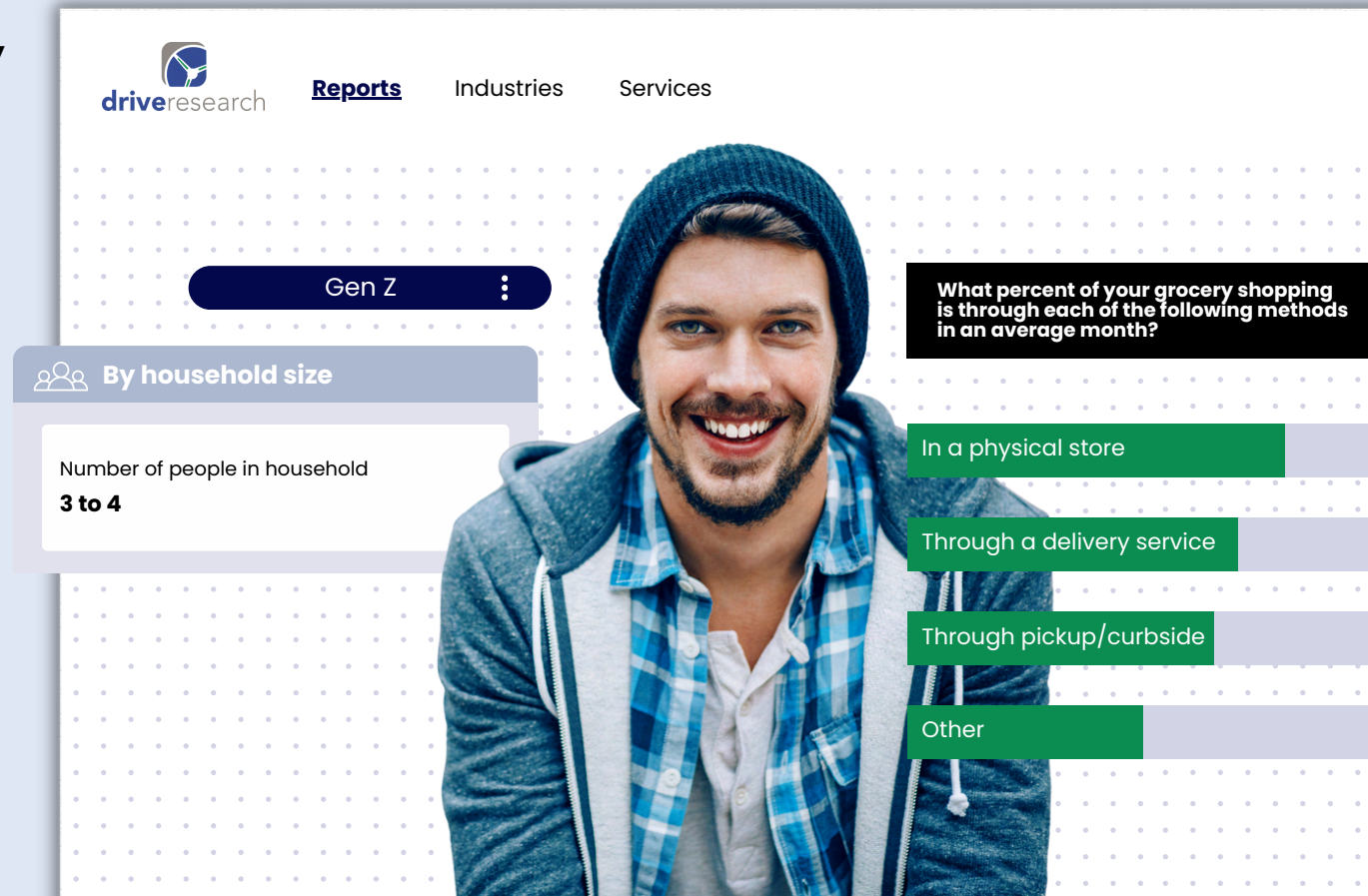
Note: Defining demographics include older, lower spenders, mainstream chain shoppers, less diverse, and suburban/rural skew.

Unlock grocery shopper insights by gender, age, & other segments

With data collected from a diverse range of grocery shoppers, Drive Research is happy to share access to online portals to view and export the data by different audience types.

View and export consumer insights by the following categories:

- [Overall results](#)
- [Results by generation](#)
- [Results by gender](#)
- [Results by household size](#)
- [Results by household income](#)



How Drive Research Can Help

As the battle for market share continues to grow, grocery, CPG, and retail brands are turning to market research to understand what draws customers to the stores they love.

As a full-service market research company, our team offers a wide array of quantitative and qualitative studies. We specialize in insights and consumer behavior analysis that allow your organization to quickly adjust to the latest and greatest shopping trends.

Whether Drive Research executes a survey, focus group, or mystery shop – you will receive the quality, actionable data needed to become consumers' store of choice.

Experience the Drive Research difference:

[Request a Consultation](#)

[See Our Services](#)