LoopMe Consumer Snapshot: Holiday Grocery Shopping

LoopMe surveyed 1,400 U.S. consumers on October 23-22, 2020 to understand grocery shopping intent during COVID-19. We also analyzed how consumers are prioritizing healthy grocery shopping choices and their preferred grocery buying method this holiday season.

What factor matters most when deciding to buy a new grocery product?

- Nutrition: 35%
- Recommendations: 26%
- Price: 21%
- Brand Name: 11%
- Other: 7%

More than 1 in 3 consumers (35%) value Nutrition the most when deciding to buy a new grocery product.

Are you prioritizing healthy grocery shopping choices during this holiday season more than you have in the past?

- Yes: 42%
- No: 37%
- Unsure: 21%

42% of consumers are prioritizing healthy grocery shopping choices more than they have in the past, this holiday season.

How much do you agree with this statement: “I will pay more for organic, high quality, or all natural ingredients”?

- Strongly agree: 13%
- Somewhat agree: 32%
- Somewhat disagree: 19%
- Strongly disagree: 18%
- Unsure: 18%

45% of consumers agree with the statement “I will pay more for organic, high quality, or all natural ingredients”.

What will be your preferred grocery buying method this holiday season?

- In-Store Buying: 78%
- Online Delivery: 11%
- Curbside Pickup: 11%

78% of consumers intend to buy their groceries In-Store this holiday season.

What will contribute most to your increased grocery store spending this holiday season?

- Spending less at restaurants: 40%
- Less holiday travel: 25%
- More family at home: 24%
- Enjoying home cooking: 11%

40% of consumers will spend more on groceries this holiday season because they are Enjoying home cooking.

1 in 4 consumers (25%) will be Spending less at restaurants and more on groceries this holiday season.

Closing the Loop on Digital Advertising
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