



ACCENTURE GROCERY HOLIDAY VIDEO TRANSCRIPT

CHECKING OUT HOLIDAY GROCERY SHOPPING

Accenture surveyed 1,500 US residents on their grocery shopping plans for the holiday season.

Here's what we learned...

When it comes to food, there's no truer phrase than "home for the holidays." Half of shoppers we surveyed said they would be hosting meals or parties this holiday season. So, what can grocers do to be their shoppers' first choice?

Trust & Selection

Shoppers want a grocer that they can count on. And they need a grocer that offers a range of options, including specialty items and locally farmed products.

2/3 of shoppers would visit a food retailer where local farmers sell seasonal products

Customers rely on their stores to provide what they need for a great holiday meal. The grocers that listen

37% said offering the best range of options was their biggest influence when deciding where to shop

and expand selection to meet customer needs will win their loyalty.

Quality, Price & Convenience

The top two factors that influence where shoppers will buy their holiday groceries are price and convenience.

69% said convenience and price are factors that would inspire them to shop from a different grocer

But that doesn't mean they're willing to compromise on the products they want. 84% of shoppers ranked quality as extremely important or important. And over half said they would trade up to premium brands or grocery stores when holiday shopping. It's up to grocers to streamline the shopping experience and make targeted offers and recommendations. Grocers need to understand what quality



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In-store vs. Online

Customer preference varies when it comes to shopping in-store or online. But no matter their choice, the store still matters. For the shoppers that prefer online interactions, almost half claim they will pick up their groceries in-store.

49% of customers that shop online pick up their groceries in-store

The key to customer loyalty is understanding why.

Are shoppers choosing to go in-store to select fresh items? Or grab something they forgot? Grocers can enhance the online and in-store experience to complement each other and delight customers wherever and however they shop.

Beyond the Holidays

Shoppers are looking for a high-quality, yet simple experience. To deliver this, grocers must get more predictive. The grocers that take advantage of the customers who want to share personal information will be able to deliver tailored product offerings and a better shopping process both in-store and online.

This holiday season, give customers the food they want, when they want it, how they want it.

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