

Grocery shoppers' notions of "value" have expanded and play important roles in choosing grocery channels.

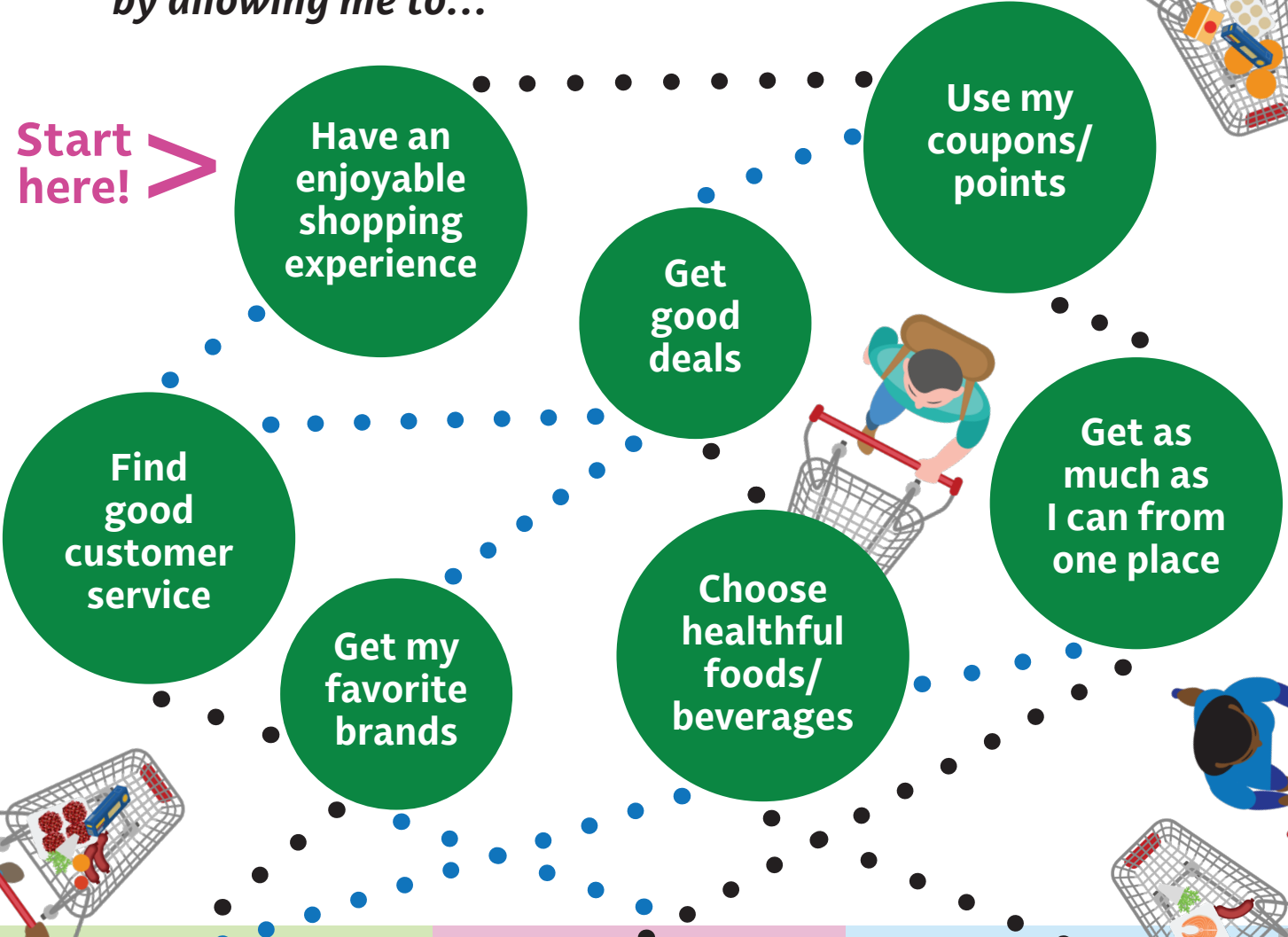
Shoppers choose their own path to find value. Choose your own path to find what grocery channel matches your idea of value.

My store gives me good value by allowing me to...

U.S. Grocery Shopper Trends



Start here! >



SUPERMARKET

MASS

CLUB

All deliver value by allowing consumers to...

42%
Get my favorite brands

30%
Have an enjoyable shopping experience

43%
Get as much as I can from one place

24%
Use my coupons/points

61%
Get good deals

32%
Avoid low-quality products

Based on FMI's U.S. Grocery Shopper Trends 2024 conducted by FMI and The Hartman Group. The study was fielded online to a nationally representative sample of 2,262 U.S. adults January 30- February 10, 2024.