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...*

- Have an enjoyable shopping experience
- Use my coupons/points
- Get good deals
- Get as much as I can from one place
- Choose healthful foods/beverages
- Get my favorite brands
- Find good customer service
- Get good deals

**SUPERMARKET**
- 42% Get my favorite brands
- 30% Have an enjoyable shopping experience

**MASS**
- 43% Get as much as I can from one place
- 24% Use my coupons/points

**CLUB**
- 61% Get good deals
- 32% Avoid low-quality products

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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.