

## Online Grocery Retailing - UK - March 2014

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“Grocers can cultivate greater shopper loyalty by encouraging cross-channel shopping: we think consumers are more likely to stick with those shoppers who are providing an integrated mix of supermarkets, online and c-stores that caters to different shopping missions.”  
– John Mercer, European Retail Analyst

### This report looks at the following areas:

- Why is per-shopper value less online?
- So how should supermarkets be pushing the online channel?
- So how can stores and online be integrated?
- How big will online get?

Some 20% of adults now do all or most of their grocery shopping online – confirming the UK’s leadership in online grocery retailing in Europe.

Yet, there is a problem: less than 5% of the total food retailers’ sector sales are online. So online shoppers are under-indexing in value sales.

Our consumer research this year explored why this may be, by asking online shoppers impulse purchases when shopping online; we also asked about browsing and buying non-grocery products (ie general merchandise) when buying groceries on the internet. The findings confirm there are real disadvantages to retailers in shifting grocery shoppers from stores to the internet.

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