driveresearch

The State of Grocery Shopping

An analysis of 1,000 U.S. grocery shoppers

2024

In this report

Background & methodology

Drive Research conducted an online survey that included 17 questions. The survey received 1,000 census representative responses.

With a probabilistic sample, a total of 1,000 responses at the 95% confidence level offers a 3.1% margin of error. If the survey were conducted with another random pool of 1,000 respondents, the results would yield within +3.1% or -3.1% of the stated totals in the reports.

Conduct custom market research with your **target audience**

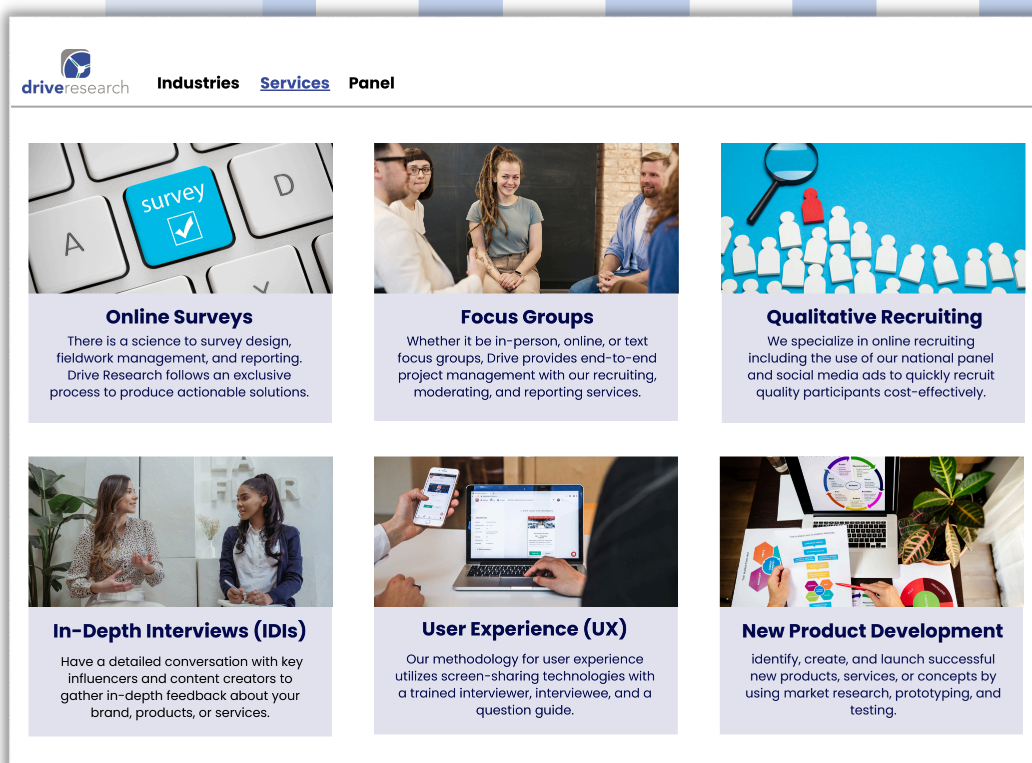
Drive Research is a national market research company specializing in various quantitative and qualitative methodologies.

Our firm works best as a market research consultant rather than the same-old traditional cookie-cutter vendor. Drive Research works with you to truly understand your objectives, goals, and outcomes to create a custom research study to address those needs as a partner.

Most importantly, our best-in-class insights lead to **actionable strategies for growth and increased revenue opportunities for your business**

There's more where that came from

See our services



Introduction

Grocery shopping doesn't look the same as it used to. Today’s consumers no longer use price as the sole deciding factor for choosing which store to buy from. Convenience, healthy food options, online delivery or pick-up availability, and brand loyalty among many other factors drive a customer’s buying behavior.

After surveying 1,000 consumers across the U.S., Drive Research quickly learned that consumers distinctively have different needs. Based on these results, we created seven shopper profiles that showcase the attributes, motivations, and demographics of varying market segments.

Our hope is that grocery stores can use this information to make data-driven decisions that help establish lasting relationships with their customers.

GEORGE KUHN
Owner & President

Key Findings

Over half of consumers anticipate spending more on groceries in 2024 than 2023 (56%), with 39% of people spending over their grocery shopping budget each month

This trend could impact both retailers and consumers, with implications for pricing strategies, product demand, and household budgets.

Dairy goods (82%), fresh produce (80%), and snack foods (76%) are among the top grocery items people purchase

Based on this finding, grocers should optimize their inventory management and marketing strategies to meet customer demand effectively.

Most grocery shopping still happens in physical stores - though usage of grocery delivery and pickup services are rising

74% of monthly grocery shopping was completed in a physical store across the total sample. While most shoppers are still grocery shopping in-person, usage of grocery delivery services increased by 56% from 2022.

Grocery shoppers report low everyday pricing (71%) is a more valuable offer than weekly ad specials (51%) or digital coupons (45%)

According to our data, by prioritizing competitive everyday prices over sporadic specials or digital coupons, stores can build trust and loyalty among shoppers who appreciate transparent and reliable pricing.

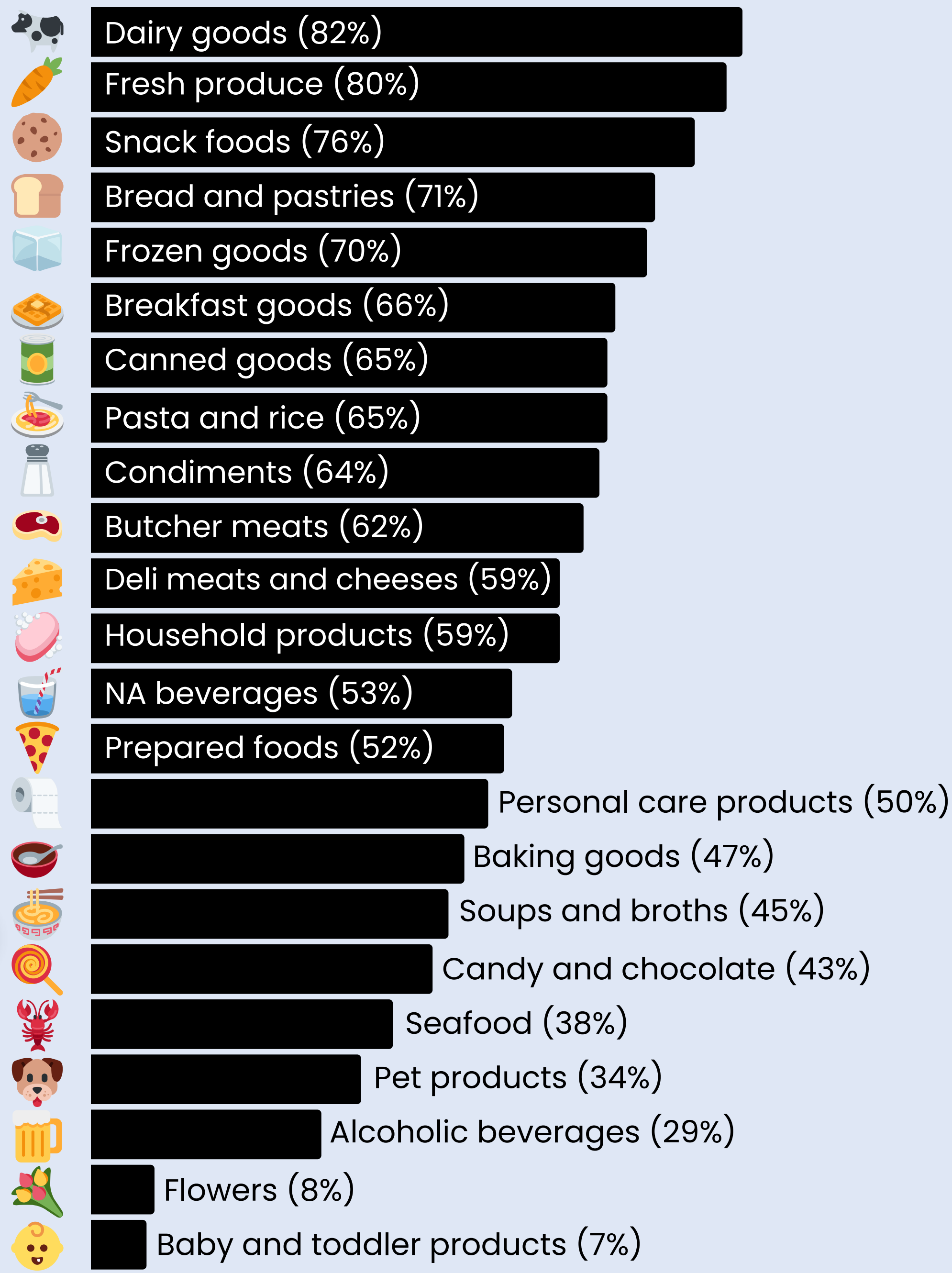
01

Grocery items purchased

Dairy goods (82%), fresh produce (80%), and snack foods (76%) are among the top grocery items people purchase

Dairy goods and fresh produce are staples in many diets, offering essential nutrients, freshness, and convenience. Additionally, snack foods cater to cravings and provide quick energy boosts, making them popular choices for consumers.

The most common grocery store items purchased:



Larger household sizes are more likely to purchase snack foods than smaller HH sizes

For households with five or more people living in the home, snack foods such as chips, cookies, crackers, and dried fruit was the second highest purchased grocery item (85%) behind fresh produce (88%).

Comparatively, households with 1-4 people were more likely to report dairy goods and fresh produce as items they most typically purchase at the grocery store.

Here's a closer look at how different household sizes have varying grocery items they are most likely to purchase.

HH Size of 1

🐄 Dairy goods: 78%
🥕 Fresh produce: 73%
🧊 Frozen goods: 67%

HH Size of 2

🐄 Dairy goods: 87%
🥕 Fresh produce: 83%
🍪 Snack foods: 79%

HH Size of 3-4

🐄 Dairy goods: 79%
🥕 Fresh produce: 77%
🍪 Snack foods: 77%

HH Size of 5+

🥕 Fresh produce: 88%
🍪 Snack foods: 85%
🐄 Dairy goods: 84%

02

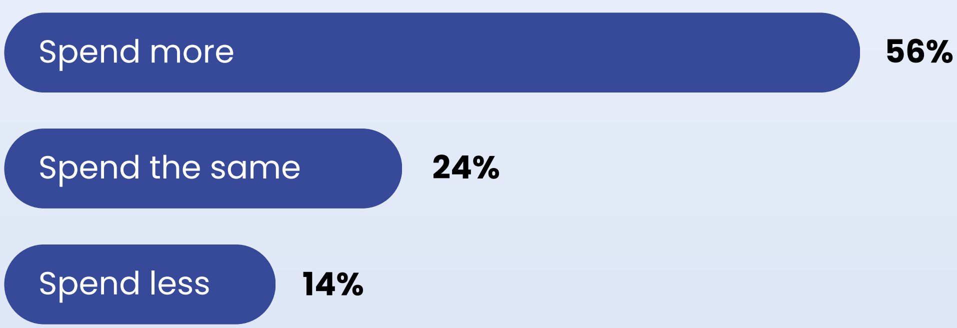
How Much People Spend on Groceries

56% of consumers anticipate they will spend more on groceries in 2024 than 2023

According to our grocery store shopping survey, on average consumers **spend $174 on groceries per shopping trip**. This is a 12% increase from the average spent per grocery shopping trip in 2022.

Additionally, over half of consumers anticipate spending more on groceries in 2024 than 2023 (56%). This trend could impact both retailers and consumers, with implications for pricing strategies, product demand, and household budgets.

How consumers anticipate their grocery shopping spend will change in 2024 compared to 2023:



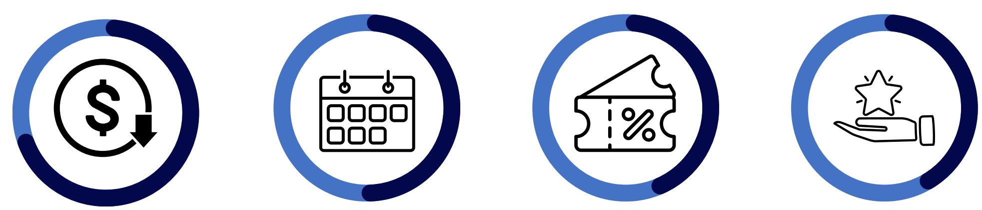
39% of people spend over their grocery shopping budget each month

This finding highlights a notable challenge for many consumers in adhering to their grocery budgets.

The U.S. Department of Agriculture predicts **all food prices are expected to increase 2.5%** and food-at-home prices are predicted to go up 1.6% in 2024.

Therefore, it is no surprise that nearly 40% of people are spending more than their allotted amount on groceries each month. This is likely points to why grocery shoppers report low everyday pricing (71%) is a more valuable offer than weekly ad specials (51%) or digital coupons (45%)

Offers grocery shoppers report are most valuable:



71%
Low everyday pricing

51%
Weekly ad specials

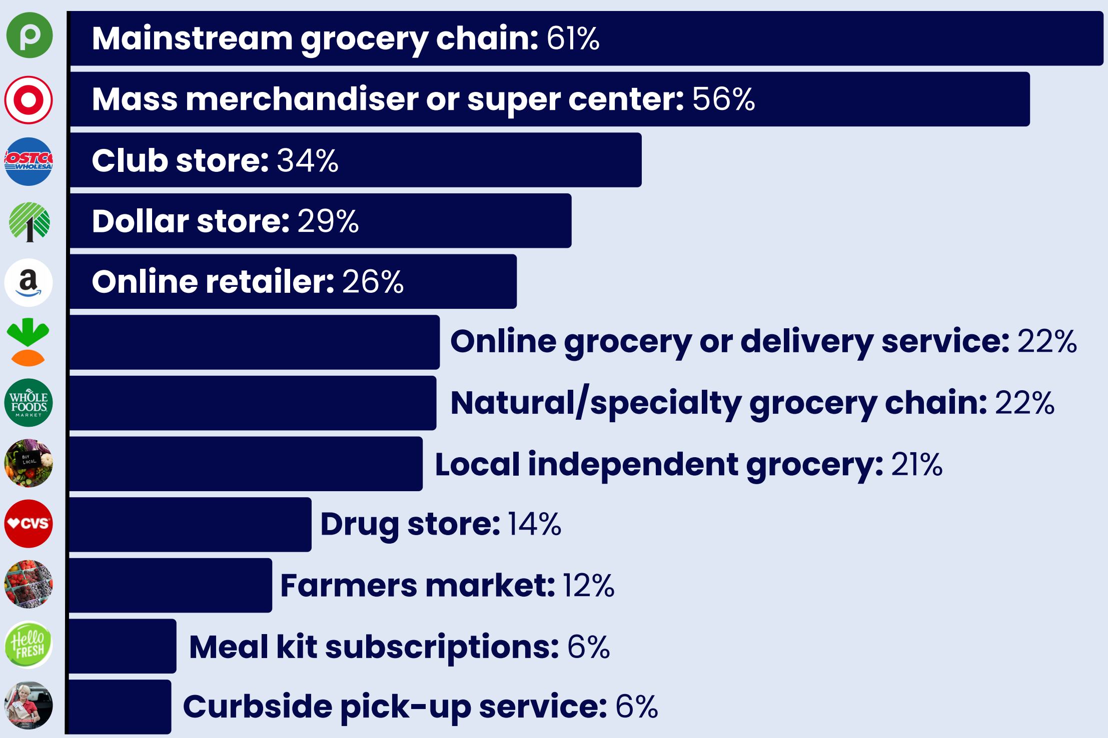
45%
Digital coupons

43%
Loyalty program point accumulation

03

Where (&how) people grocery shop

The most common grocery store locations where people shop include:

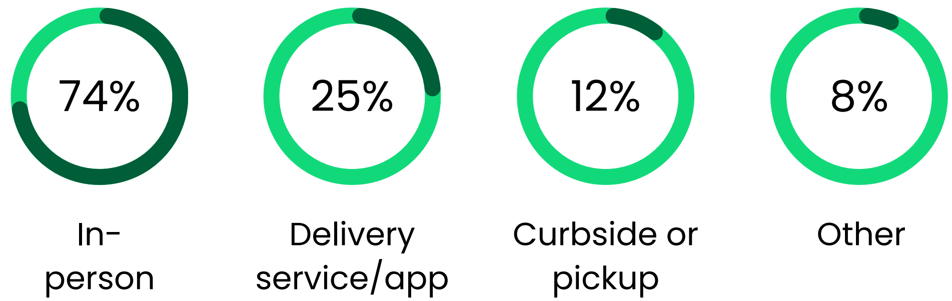


Interested in learning how to measure grocery shopper buying habits?

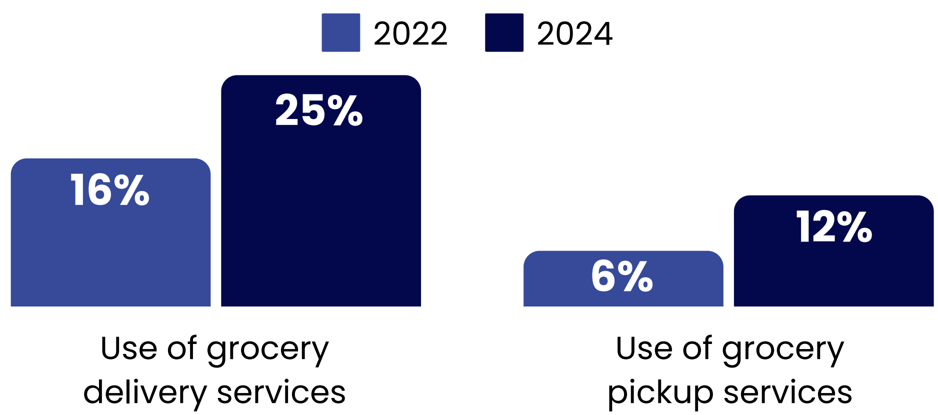
Read this blog

Consumers still mostly shop for groceries in-person, at a physical grocery store

Our survey asked respondents in a typical month, what percent of their grocery shopping was completed in-person, by delivery, through curbside pickup, or other channels. **Here are the averages.**



Though usage of grocery delivery and pickup services are rising:



04

When people grocery shop (+ how often)

	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
Before 7 a.m.	22%	16%	12%	15%	14%	19%	22%
7 a.m. to 9:59 a.m.	21%	17%	15%	16%	14%	17%	24%
10 a.m. to 1:59 p.m.	23%	20%	21%	25%	19%	25%	27%
2 p.m. to 4:59 p.m.	19%	17%	17%	22%	21%	24%	22%
5 p.m. to 7:59 p.m.	16%	13%	14%	17%	18%	23%	20%
8 p.m. or later	13%	10%	9%	12%	10%	15%	18%

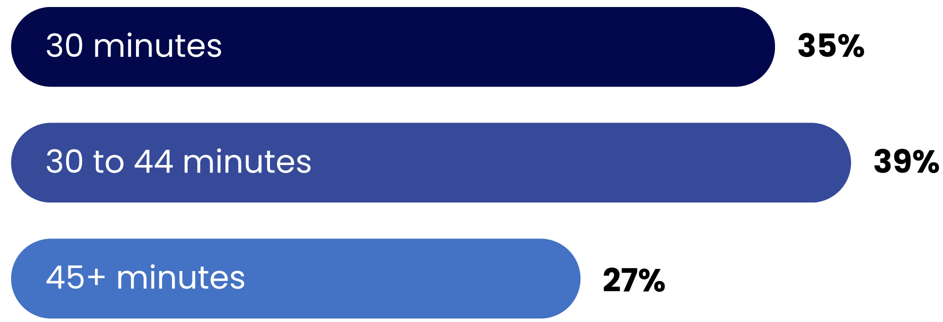
While times for grocery shopping varied consistently across days and times of the week, there was a **noticeable increase on Saturdays from 10 a.m. to 1:59 p.m.**

Knowing this is a peak time for grocery shopping enables stores to optimize their staffing and inventory management during these hours.

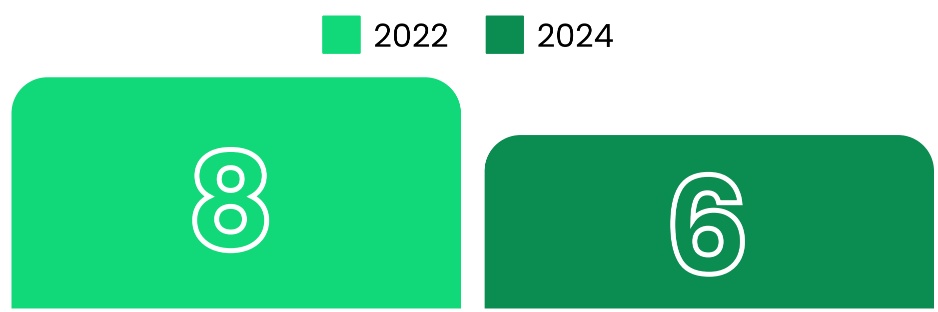
Tuesday evenings, particularly after 8 p.m., are the least popular time for grocery shopping. Grocers should consider optimizing staffing levels and conduct maintenance or restocking activities during these quieter periods.

Most people spend less than 44 minutes grocery shopping per trip (74%)

From our experience conducting retail market research, we have found many people try to minimize time spent on errands, allowing them to balance other commitments and responsibilities effectively. Though, the amount of **time people spend in a grocery store during an average trip varies**.



In 2024, consumers report making 6 grocery store trips or orders per month – down from the average 8 trips in 2022



05

Meet the different grocery shopper profiles

Note: To collect the input variables for consumer segmentation, a MaxDiff exercise was included in the survey. Respondents completed trade-off scenarios with 50 unique statements about grocery shopping behaviors and attitudes. A latent class analysis was then conducted with the MaxDiff results to identify seven consumer segments within the grocery shopping space.

SEGMENT 1

Health-Conscious Families

n=78 (7%)

Defining Attitudes

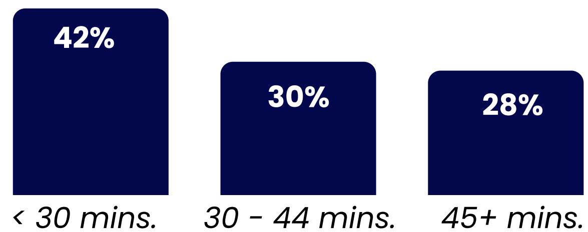
- *Organic and natural foods are their first choice*
- *Prefers preparing their own food at home*
- *Go out of way to purchase healthy grocery items*
- *Interested in new plant-based alternatives*

Purchasing Behaviors

Average Grocery Trip Spend: **$173**

Average Grocery Trips Per Month: **12**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

- Weekday (36%)
- Weekend (37%)
- No particular day (27%)

"I consider myself to be tech-savvy"

"The more variety of groceries I buy, the better"

Grocery Shopping Habits

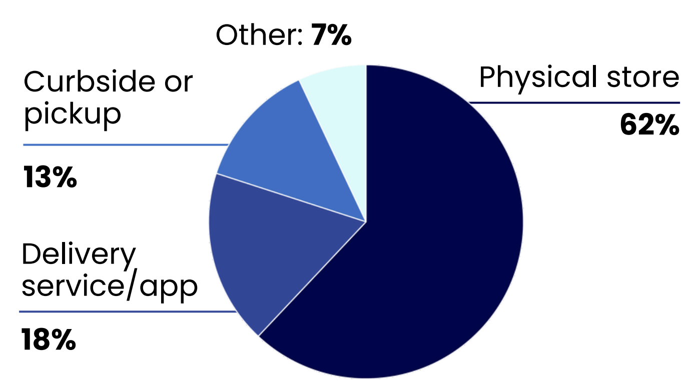
Top Methods of Carrying Groceries

- Full-size cart (56%)
- Small cart 21%

Typical Grocery Shopping Locations

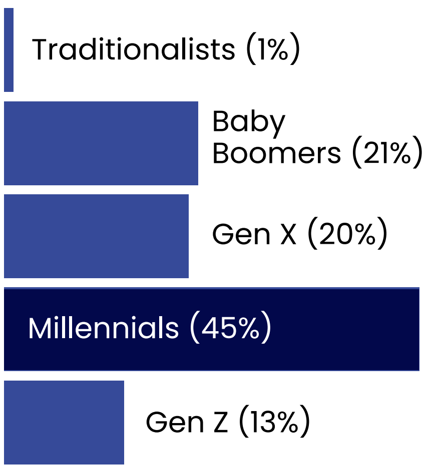
- Mass merchandiser (62%)
- Mainstream grocery chain (59%)
- Natural/specialty grocery chain (51%)
- Online retailer (40%)
- Local independent grocery (33%)

Share of Monthly Grocery Shopping

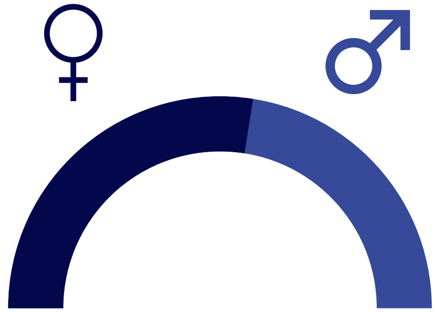


Demographics: Health-Conscious Families

Nearly 1 in 2 are a Millennial

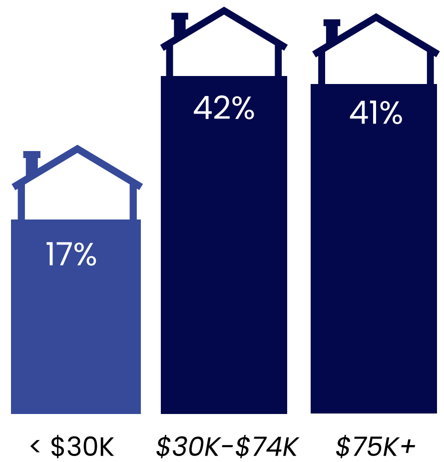


The slight majority is female

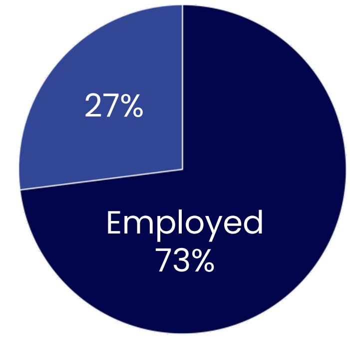


55% are females while 45% are males

83% have a HHI of $30K+



Majority are employed

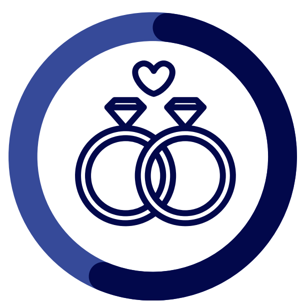


*62% are **college graduates***

Primary decision-makers

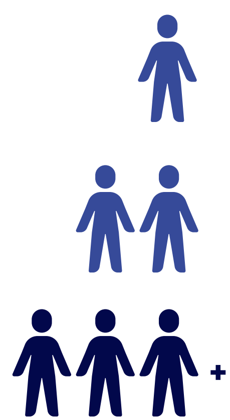
***are the primary decision-maker** for grocery shopping in their household*

About 3 in 5 are married



58% are married or in a domestic partnership

63% have a household of 3+



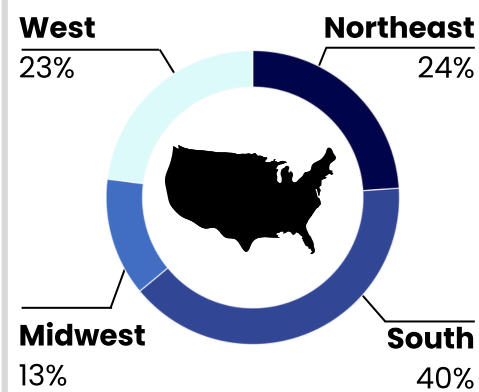
13% have a household **size of 1**

24% have a household **size of 2**

63% have a household **size of 3 +**

*50% have **children in the house***

Most live in suburban/urban areas



*43% live in the **suburbs**, while 40% live in **urban areas***

***Note:** Defining demographics include younger, higher income, employed, households with 3+ members, frequent shoppers, live in suburban/urban areas, shop at natural/specialty chain stores and online retailers.*

SEGMENT 2

Anti-Shoppers

n=94 (8%)

Defining Attitudes

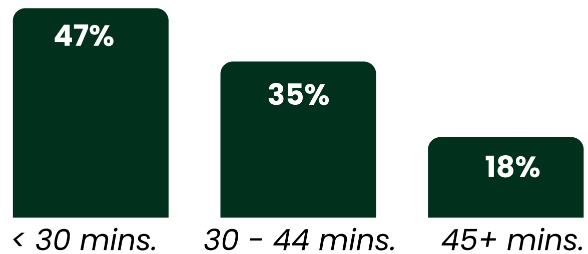
- *Visits the same grocery store*
- *Takes advantage of curbside or in-store grocery pickup*
- *Stocks up on groceries to maximize each visit*
- *Use online grocery services as a go-to*

Purchasing Behaviors

Average Grocery Trip Spend: **$135**

Average Grocery Trips Per Month: **5**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

- Weekday (5%)
- Weekend (26%)
- No particular day (49%)

"I always make a list before making a trip to the grocery store"

"I look to cut costs whenever possible in the grocery store"

Grocery Shopping Habits

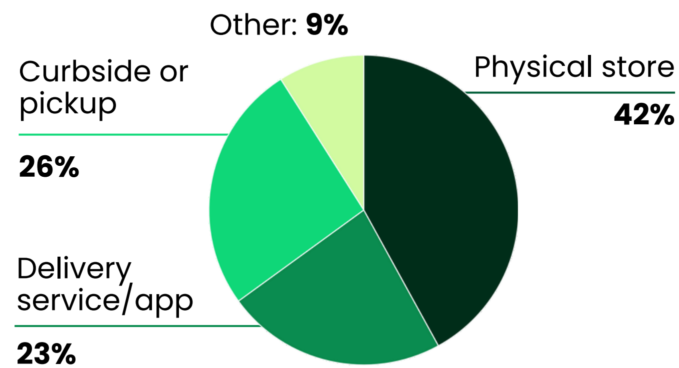
Top Methods of Carrying Groceries

- Full-size cart (72%)
- Small cart (10%)

Typical Grocery Shopping Locations

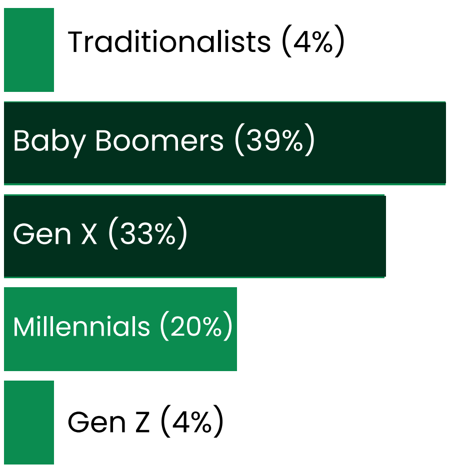
- Mainstream grocery chain (56%)
- Mass merchandiser (46%)
- Online retailer (29%)
- Dollar store (19%)
- Online grocery or delivery service (16%)

Share of Monthly Grocery Shopping



Demographics: Anti-Shoppers

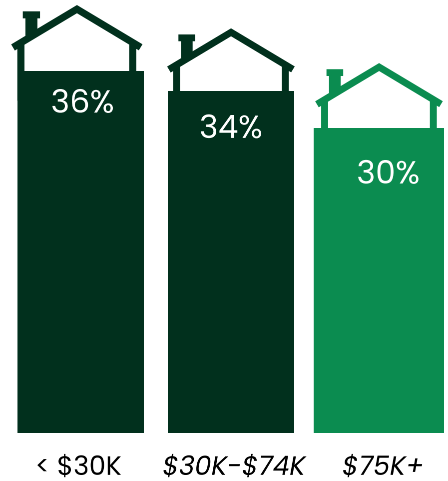
Most are Baby Boomers or Gen X



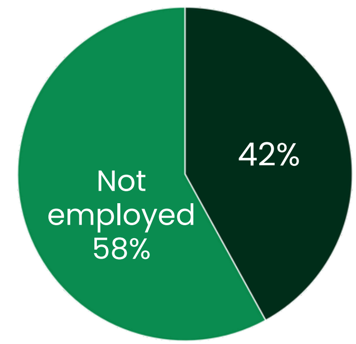
7 in 10 are female

70% are females while 30% are males

70% have an income of $74K or less



Majority are not employed



*54% are **college graduates***

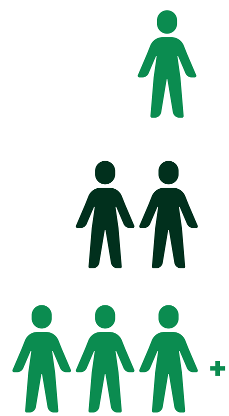
Primary decision-makers

***are the primary decision-maker** for grocery shopping in their household*

1 in 2 are married

51% are married or in a domestic partnership

38% have a household of 2



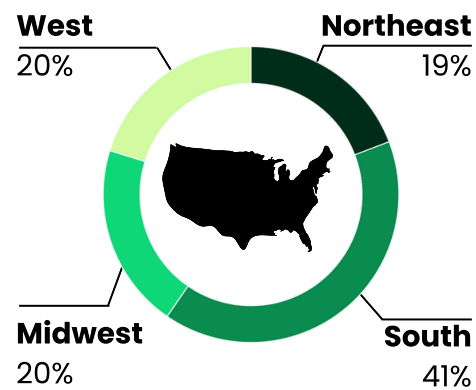
30% have a household **size of 1**

38% have a household **size of 2**

32% have a household **size of 3 +**

*73% have **no children in the house***

Most live in suburban areas



*51% live in the **suburbs***

***Note:** Defining demographics include infrequent shoppers, quick shoppers, female-skewed, avoid in-store use online delivery/curbside, and Gen X/Baby Boomers.*

SEGMENT 3

Simple Pleasure Seekers

n=162 (15%)

Defining Attitudes

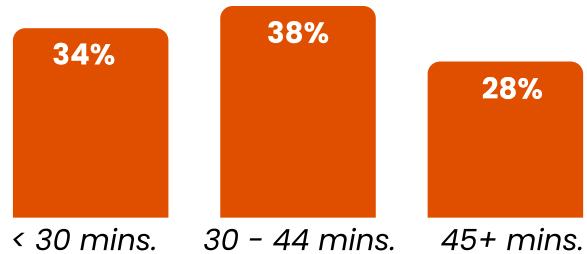
- *Visits the same grocery store*
- *Gets in and out of grocery stores as quickly as possible*
- *Finds all the groceries they need at one store*
- *Throws some junk food and desserts in their grocery cart*

Purchasing Behaviors

Average Grocery Trip Spend: **$137**

Average Grocery Trips Per Month: **8**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

- Weekday (27%)
- Weekend (22%)
- No particular day (51%)

"I decide what to buy as I walk through the grocery aisles"

"I look to cut costs whenever possible in the grocery store"

Grocery Shopping Habits

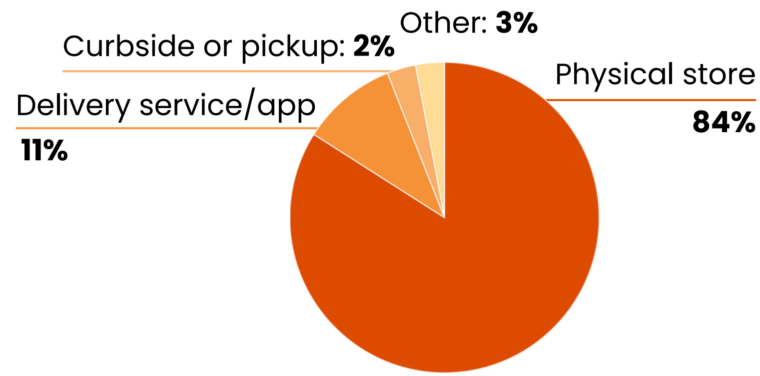
Top Methods of Carrying Groceries

- Full-size cart (76%)
- Small cart (9%)

Typical Grocery Shopping Locations

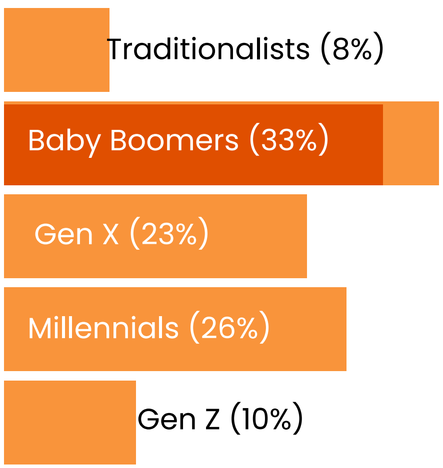
- Mass merchandiser (62%)
- Mainstream grocery chain (54%)
- Dollar store (25%)
- Local independent grocery (22%)
- Club store (16%)

Share of Monthly Grocery Shopping

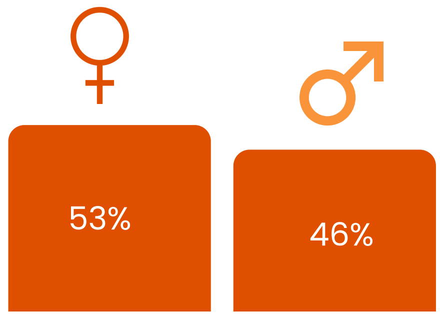


Demographics: Simple Pleasure Seekers

1 in 3 are a Baby Boomer

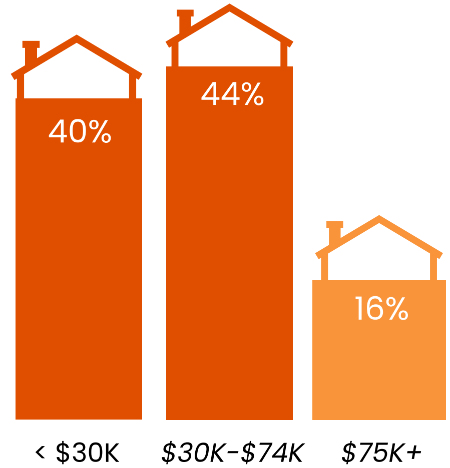


Slight majority are female

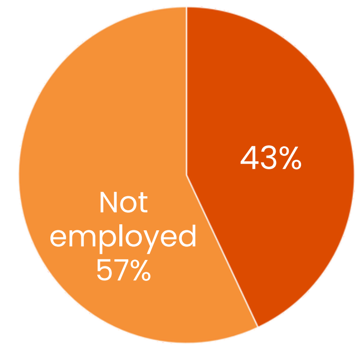


53% are females while 46% are males

84% have an income of $74K or less



Majority are not employed



*67% are **non-college graduates***

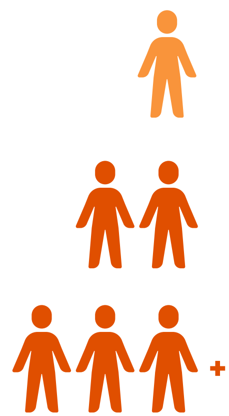
Primary decision-makers

***are the primary decision-maker** for grocery shopping in their household*

3 in 5 are not married

60% are not married or in a domestic partnership

74% have a household of 2+



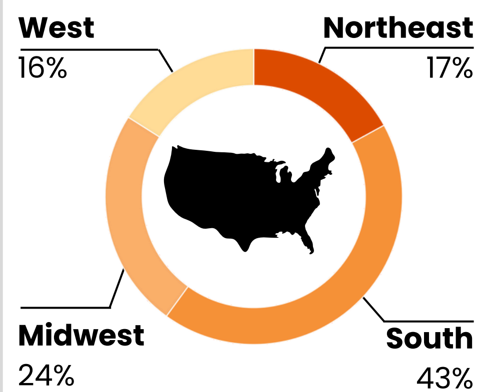
26% have a household **size of 1**

39% have a household **size of 2**

35% have a household **size of 3 +**

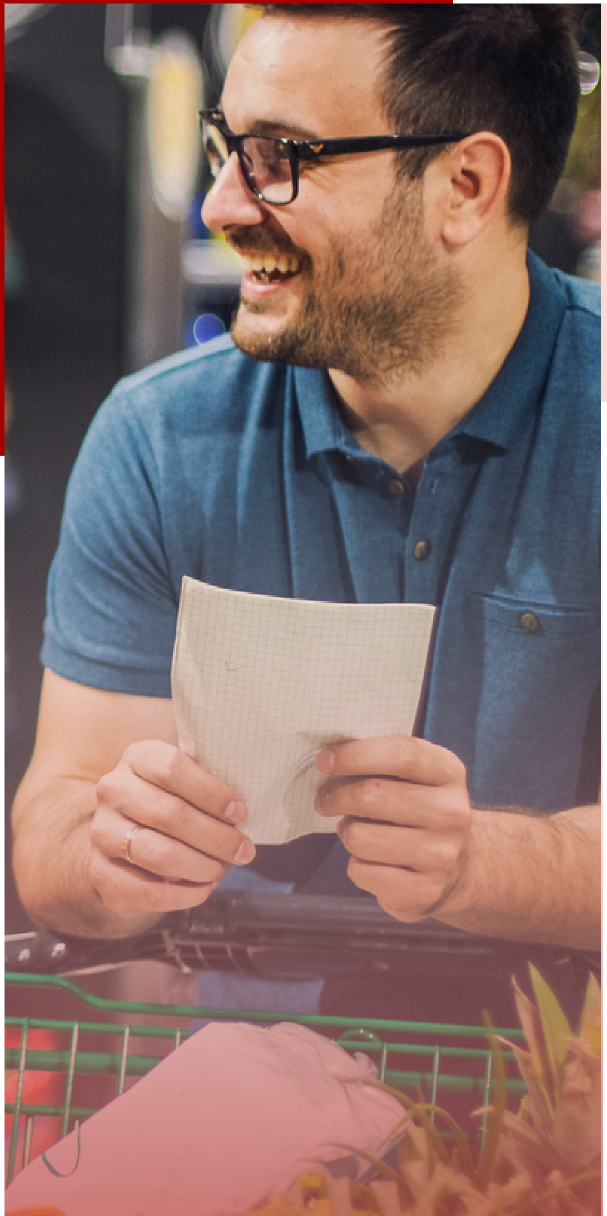
*79% have **no children in the house***

Many live in suburban areas



*45% live in the **suburbs***

***Note:** Defining demographics include lower income, less education, less marriages, not as good health, and shops any day of the week.*



SEGMENT 4

Seasoned Planners

n=182 (16%)

Defining Attitudes

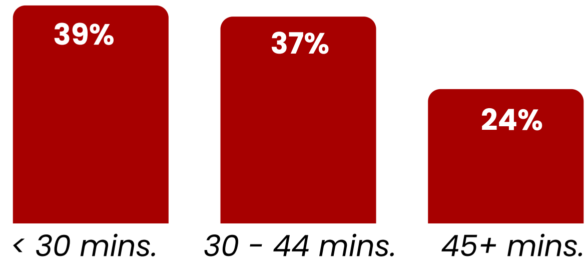
- *Always makes a list before going to the grocery store*
- *Cooks homemade meals more than often than not*
- *Visits the same grocery store*
- *Enjoys preparing their own food*

Purchasing Behaviors

Average Grocery Trip Spend: **$125**

Average Grocery Trips Per Month: **5**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

- Weekday (35%)
- Weekend (23%)
- No particular day (42%)

"I look to cut costs whenever possible in the grocery store"

Grocery Shopping Habits

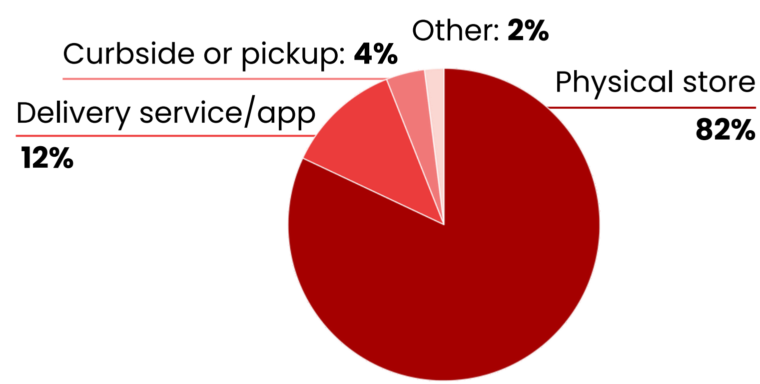
Top Methods of Carrying Groceries

- Full-size cart (73%)
- Small cart (14%)

Typical Grocery Shopping Locations

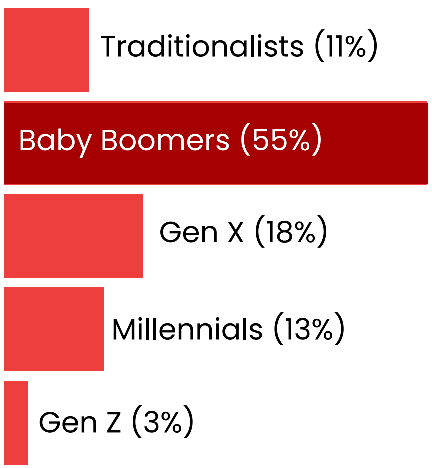
- Mainstream grocery chain (70%)
- Mass merchandiser (47%)
- Club store (24%)
- Natural/specialty grocery chain (20%)
- Local independent grocery (18%)

Share of Monthly Grocery Shopping

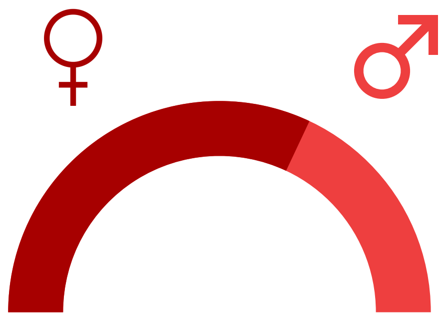


Demographics: Seasoned Planners

Majority are Baby Boomers

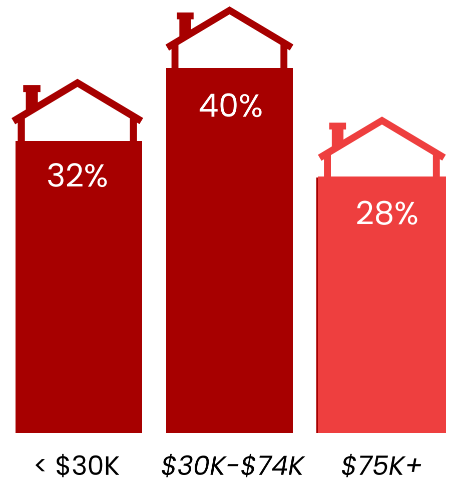


Over 2 in 3 are female

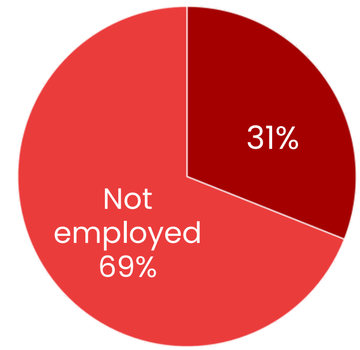


64% are females while 36% are males

70% have an income of $74K or less



Majority are not employed

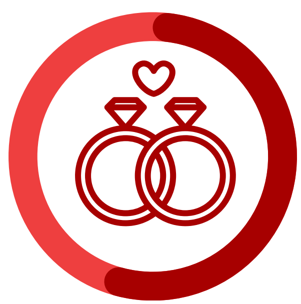


*52% are **college graduates***

Primary decision-makers

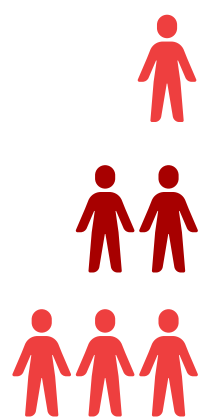
***are the primary decision-maker** for grocery shopping in their household*

About 3 in 5 are married



56% are married or in a domestic partnership

Most have 2 HH members



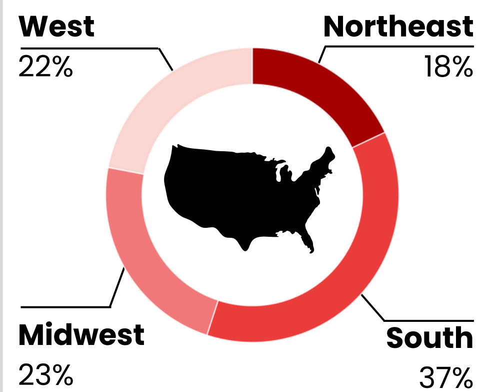
23% have a household **size of 1**

56% have a household **size of 2**

21% have a household **size of 3 +**

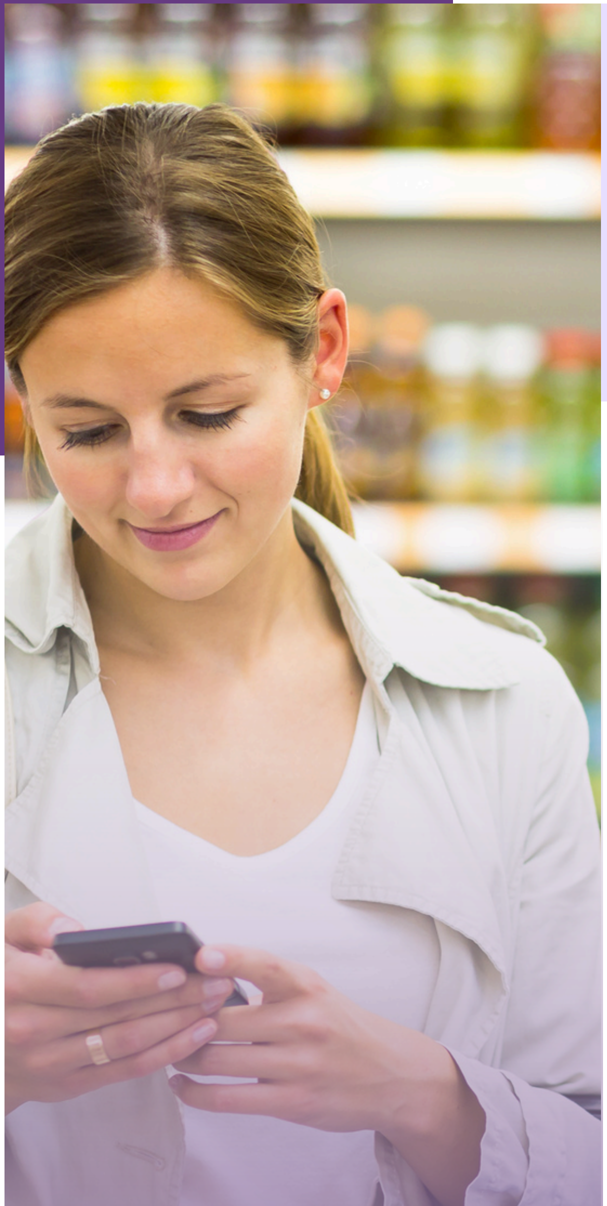
*89% have **no children in the house***

1 in 2 live in suburban areas



*51% live in the **suburbs***

***Note:** Defining demographics include older, not employed, no children in household, 2 HH members, lower spend, and mainstream chain shoppers.*



SEGMENT 5

Young Spenders

n=305 (28%)

Defining Attitudes

Always makes a list before going to the grocery store

Enjoys preparing their own food

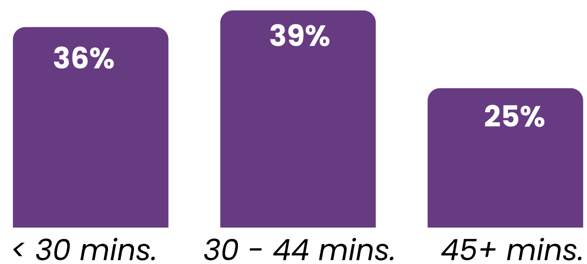
Visits the same grocery store

Purchasing Behaviors

Average Grocery Trip Spend: **$200**

Average Grocery Trips Per Month: **11**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

- Weekday (43%)
- Weekend (39%)
- No particular day (18%)

"I get in and get out of grocery stores as quickly as possible"

Grocery Shopping Habits

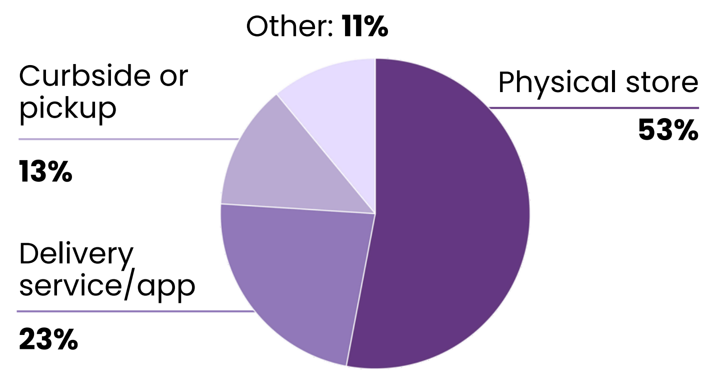
Top Methods of Carrying Groceries

- Full-size cart (49%)
- Small cart (21%)

Typical Grocery Shopping Locations

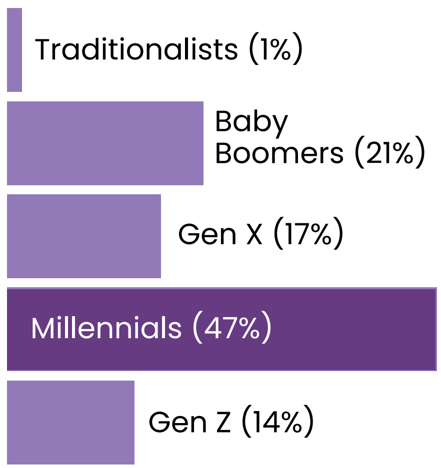
- Mass merchandiser (50%)
- Mainstream grocery chain (38%)
- Dollar store (27%)
- Online retailer (27%)
- Club store (24%)

Share of Monthly Grocery Shopping

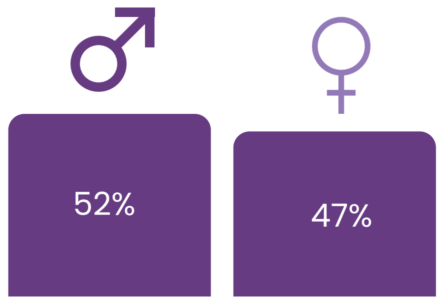


Demographics: Young Spenders

47% are a Millennial

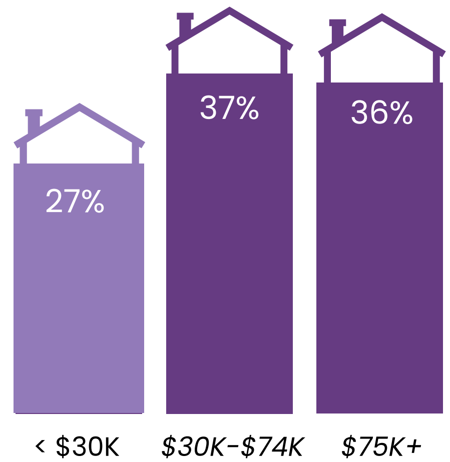


Slight majority are male

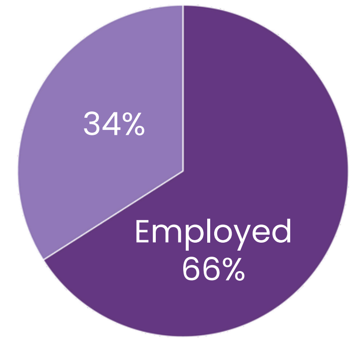


52% are males while 47% are females

Most have a HHI of $30K+



66% are employed



*55% are **non-college graduates***

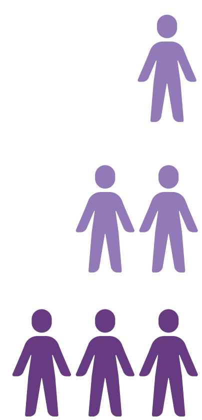
Primary decision-makers

***are the primary decision-maker** for grocery shopping in their household*

1 in 2 are married

51% are married or in a domestic partnership

Most have a household of 3+



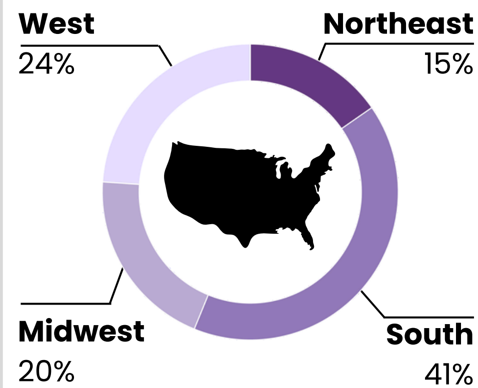
20% have a household **size of 1**

29% have a household **size of 2**

51% have a household **size of 3 +**

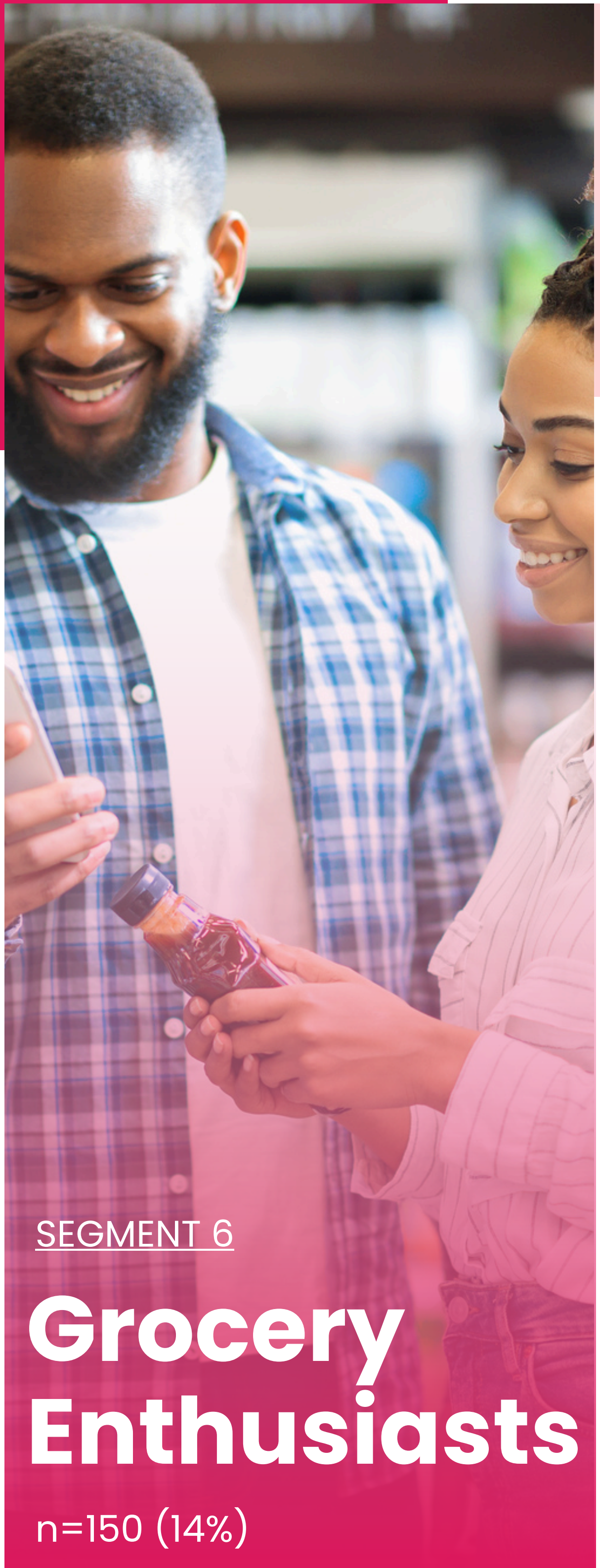
*59% have **no children in the house***

Most live in suburban/urban areas



*41% live in **urban areas**, while 34% live in **the suburbs***

***Note:** Defining demographics include younger, higher income, employed, more diverse, higher spenders, planned shopping, and non-mainstream chain shoppers.*



SEGMENT 6

Grocery Enthusiasts

n=150 (14%)

Defining Attitudes

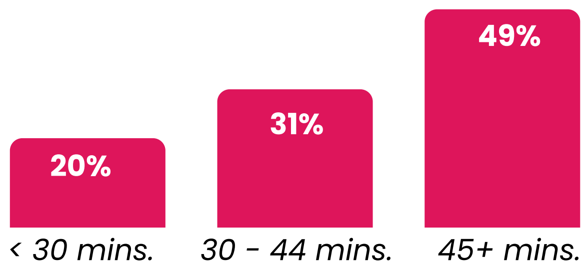
- *Cooks homemade meals and enjoys preparing their own food*
- *Enjoys grocery shopping with family, friends, or a partner*
- *Visits the same grocery store and always makes a list before*
- *Doesn't mind running to the store for a few groceries*
- *Takes the time to compare grocery items*

Purchasing Behaviors

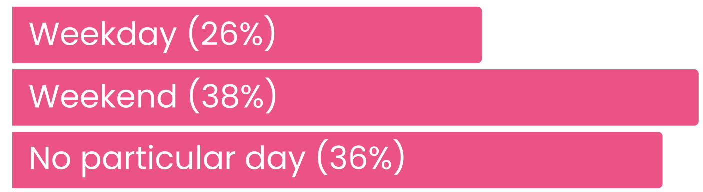
Average Grocery Trip Spend: **$162**

Average Grocery Trips Per Month: **8**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

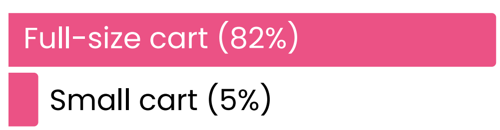


"I'm one to always throw some junk food and desserts in my grocery cart"

"I look forward to grocery shopping"

Grocery Shopping Habits

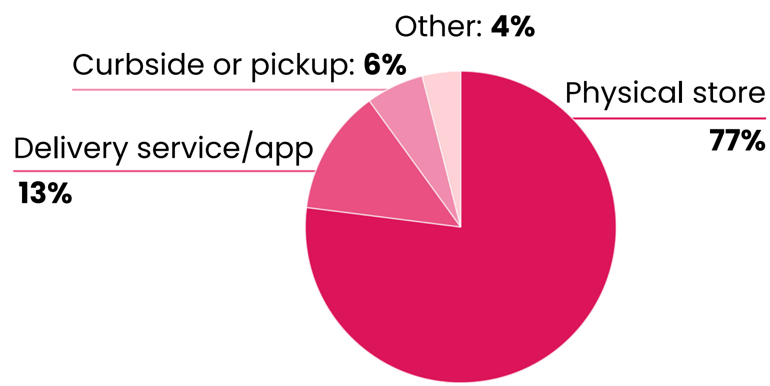
Top Methods of Carrying Groceries



Typical Grocery Shopping Locations

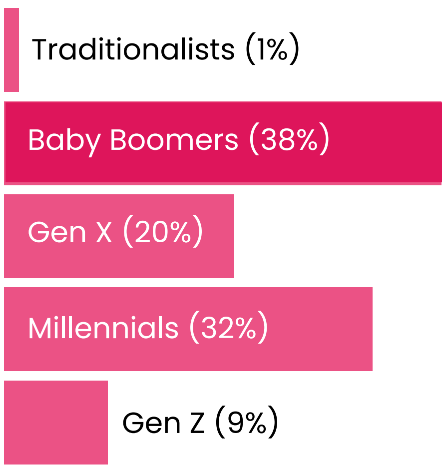
- Mass merchandiser (63%)
- Mainstream grocery chain (57%)
- Club store (25%)
- Local independent grocery (23%)
- Dollar store (23%)

Share of Monthly Grocery Shopping

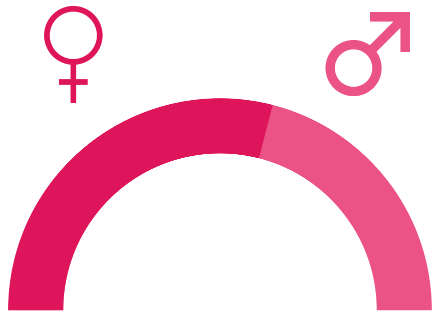


Demographics: Grocery Enthusiasts

2 in 5 are a Baby Boomer

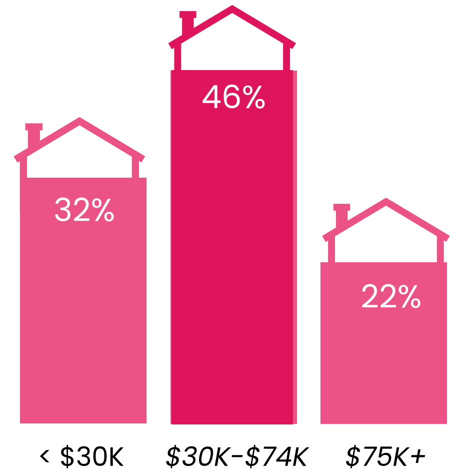


About 3 in 5 are female

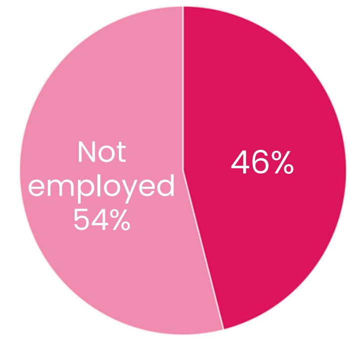


58% are females while 42% are males

46% have a HHI of $30K-$74K



Over half are not employed



*67% are **non-college graduates***

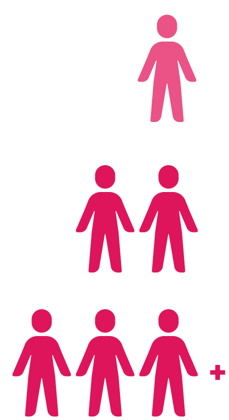
Primary decision-makers

***are the primary decision-maker** for grocery shopping in their household*

1 in 2 are married

51% are married or in a domestic partnership

Most have a household of 2+



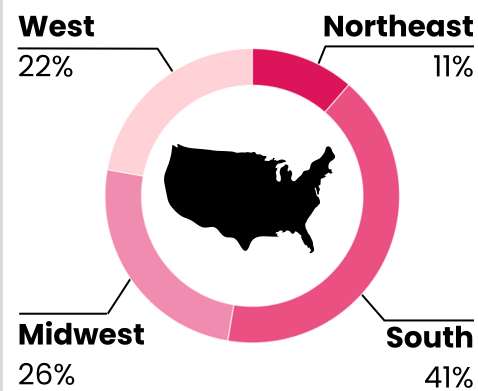
15% have a household **size of 1**

42% have a household **size of 2**

43% have a household **size of 3 +**

*67% have **no children in the house***

1 in 2 live in suburban areas



*51% live in the **suburbs***

***Note:** Defining demographics include shared-involvement, 2+ HH Members, slow shoppers, less education, and full-cart shoppers.*

SEGMENT 7

Frugal Do-it-Yourselfers

n=133 (12%)

Defining Attitudes

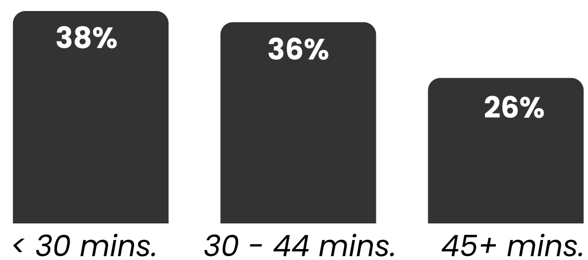
- *Looks to cut costs whenever possible in the grocery store*
- *Visits the same grocery store and always makes a list before*
- *Cooks homemade meals and enjoys preparing their own food*
- *Views store or discount brands are as good as premium brands*
- *Takes the time to compare grocery items*

Purchasing Behaviors

Average Grocery Trip Spend: **$116**

Average Grocery Trips Per Month: **6**

Average Time Spent Per Grocery Trip



Days for Purchasing Groceries

- Weekday (29%)
- Weekend (24%)
- No particular day (47%)

"I'm not interested in using online grocery services"

"I don't trust other people to pick out my groceries"

Grocery Shopping Habits

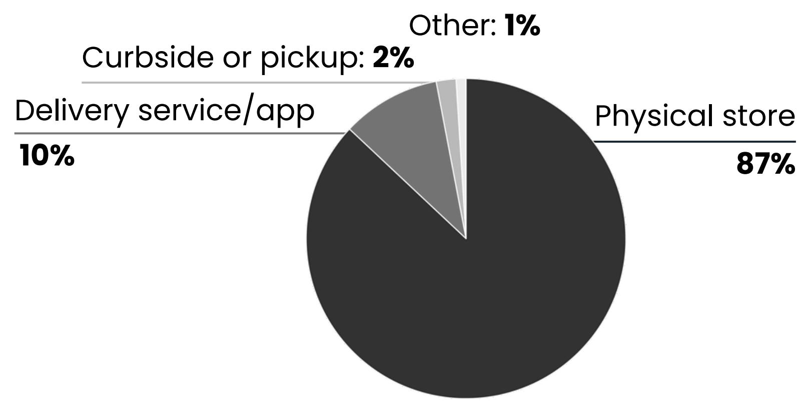
Top Methods of Carrying Groceries

- Full-size cart (78%)
- Small cart (11%)

Typical Grocery Shopping Locations

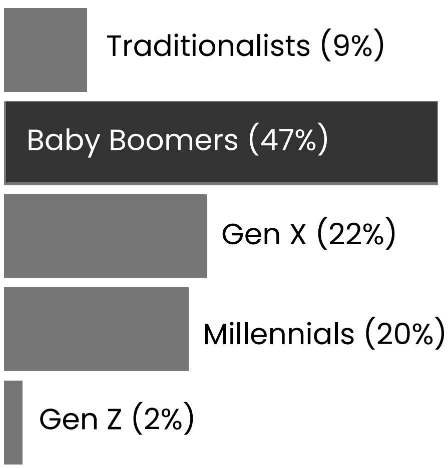
- Mainstream grocery chain (70%)
- Mass merchandiser (59%)
- Local independent grocery (23%)
- Dollar store (21%)
- Club store (21%)

Share of Monthly Grocery Shopping

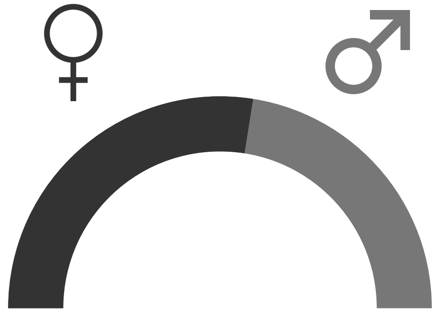


Demographics: Frugal Do-it-Yourselfers

Nearly 1 in 2 are a Baby Boomer

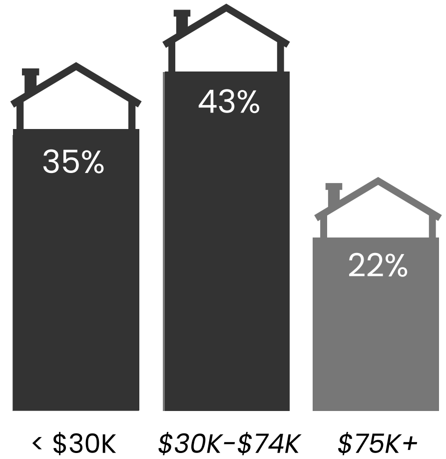


Over 1 in 2 are female

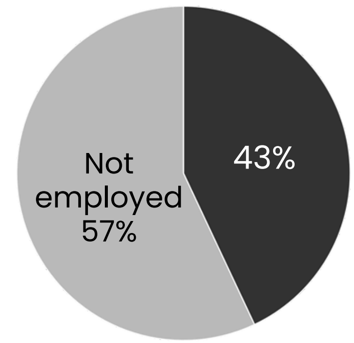


54% are females while 46% are males

78% have a HHI of $74K or less



Majority are not employed



*59% are **non-college graduates***

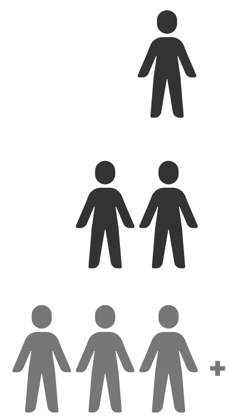
Primary decision-makers

***are the primary decision-maker** for grocery shopping in their household*

Slight majority are not married

53% are not married or in a domestic partnership

71% have a household of 2 or less



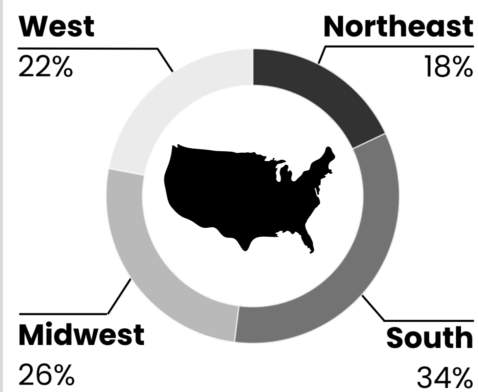
34% have a household **size of 1**

37% have a household **size of 2**

29% have a household **size of 3 +**

*81% have **no children in the house***

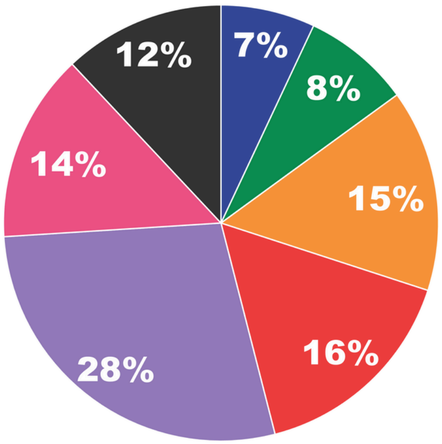
Over half live in the suburbs



*57% live in the **suburbs***

***Note:** Defining demographics include older, lower spenders, mainstream chain shoppers, less diverse, and suburban/rural skew.*

Summary of Shopper Profiles



1 Health-Conscious Families

- Organic, plant-based, healthy food preference
- Cooks at home
- Tech-savvy
- Less price sensitive
- Younger and employed
- Higher income
- 3+ HH members
- Frequent shoppers
- Urban/suburban skew
- Natural/specialty chain AND online retailer shoppers

2 Anti-Shoppers

- Grocery delivery or curbside pickup users
- Visits same store
- Infrequent Shoppers
- Quick Shoppers
- Female-skewed
- Avoid In-Store
- Gen X/Baby Boomers

3 Simple Pleasure Seekers

- Visits same store
- Gets in and out
- Buys junk food/desserts
- Cost conscious
- Lower income
- Less education
- Less marriages
- Not as good health
- Shops any day of week

4 Seasoned Planners

- Makes a shopping list
- Cooks at home
- Visits same store
- Older
- Not employed
- No children in household
- 2 HH members
- Lower spenders
- Mainstream chain shoppers

5 Young Spenders

- Enjoys preparing own food
- Makes a shopping list
- Gets in and out
- Visits same store
- Younger and employed
- Higher income
- More diverse
- Higher spenders
- Non-mainstream chain shoppers

6 Grocery Enthusiasts

- Cooks at home
- Enjoys grocery shopping
- Buys junk food/desserts
- Takes time at store to look at options
- Shared-involvement
- 2+ HH members
- Slow shoppers
- Less education
- Full-cart shoppers

7 Frugal DIYers

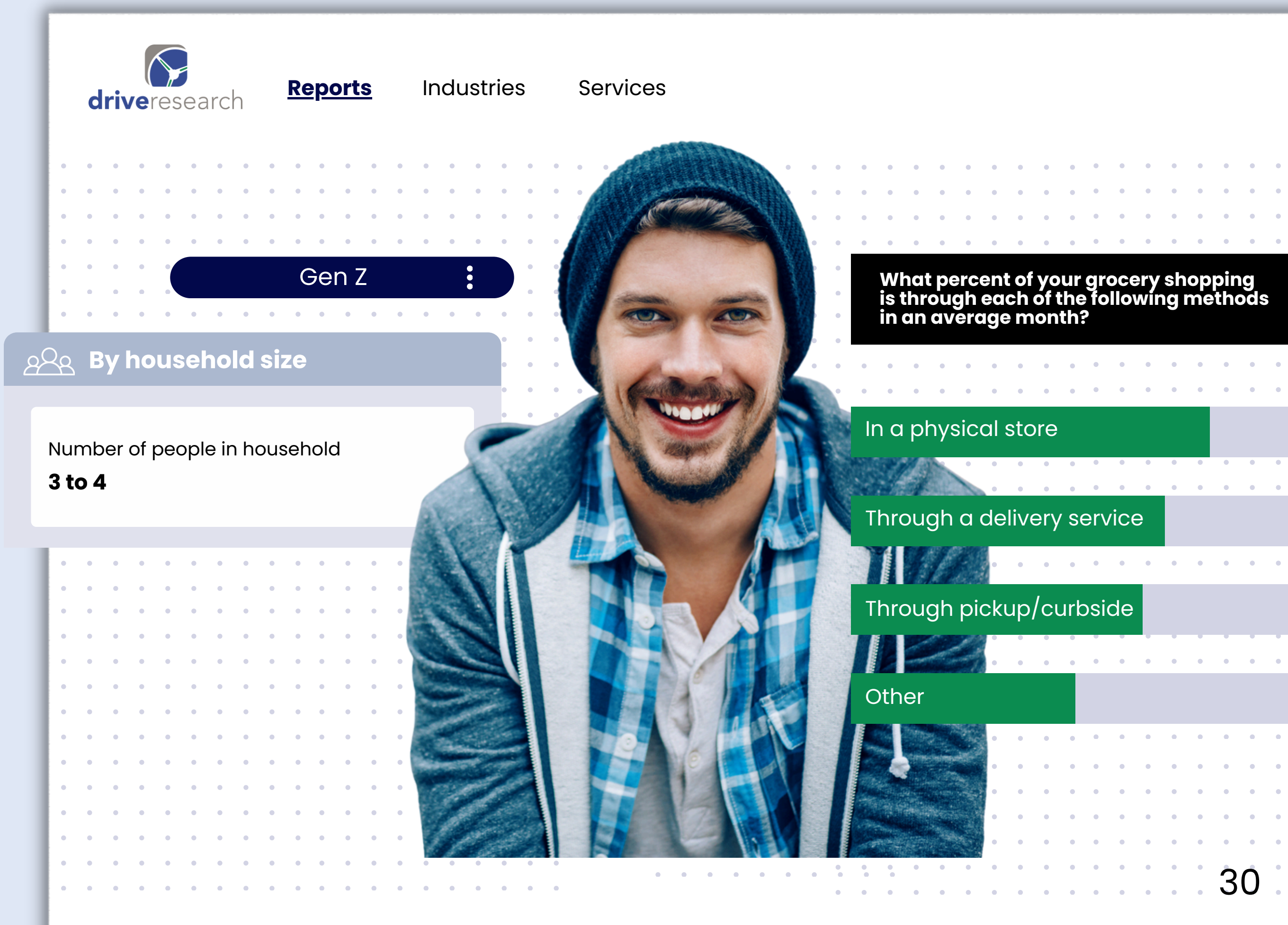
- Cuts costs whenever possible
- Takes time at store to look at options
- Doesn't trust others to pick groceries
- Likes store/discount brands
- Cooks at home
- Older
- Lower spender
- Mainstream chain shoppers
- Less diverse
- Suburban/rural skew

Unlock grocery shopper insights by gender, age, & other segments

With data collected from a diverse range of grocery shoppers, Drive Research is happy to share access to online portals to view and export the data by different audience types.

View and export consumer insights by the following categories:

- Overall results
- Results by generation
- Results by gender
- Results by household size
- Results by household income



driveresearch

How Drive Research Can Help

As the battle for market share continues to grow, grocery, CPG, and retail brands are turning to market research to understand what draws customers to the stores they love.

As a full-service market research company, our team offers a wide array of quantitative and qualitative studies. We specialize in insights and consumer behavior analysis that allow your organization to quickly adjust to the latest and greatest shopping trends.

Whether Drive Research executes a survey, focus group, or mystery shop - you will receive the quality, actionable data needed to become consumers' store of choice.

Experience the Drive Research difference:

Request a Consultation

See Our Services