

How omnichannel shoppers are changing the way their baskets are built



New to Ecommerce

Spectrum of Omnichannel Shoppers

Loyal to Ecommerce



2x growth
in grocery shopping
online since 2019



Hybrid shoppers
alternate between in-store,
pickup and delivery



85% plan to maintain
or increase their
ecommerce usage in 2022

2 in 3 online orders are
made on mobile devices.

56%

use search to
add most items to
their online basket.



**The online grocery
often has one aisle.
And there's no
checkout lane.**

**Traditional In-Store
Impulse Categories**



Candy



Magazines



Bakery

**New Online
Impulse Categories**



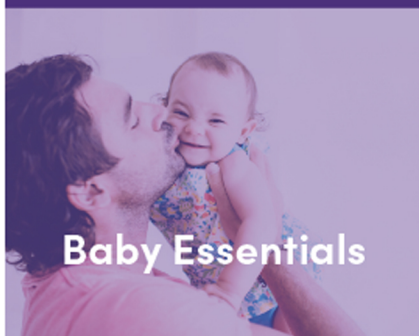
Alcohol

Health
& Beauty

Floral

Small Ecommerce Baskets Often Fulfill Urgent Needs

Small Pickup Orders
(1-3 items)



Small Delivery Orders
(1-3 items)

