

# Exploring the 'why' behind omnichannel shopping



## IN-STORE VERSUS ECOMMERCE

Consumers shop in both stores and online but for different reasons



## BUY ONLINE, PICK UP IN-STORE

Convenience is a top driver for consumers who buy online, pick up in-store



Why do you shop 'ONLINE TO PICK THEM UP AT THE STORE' for your groceries and household items?



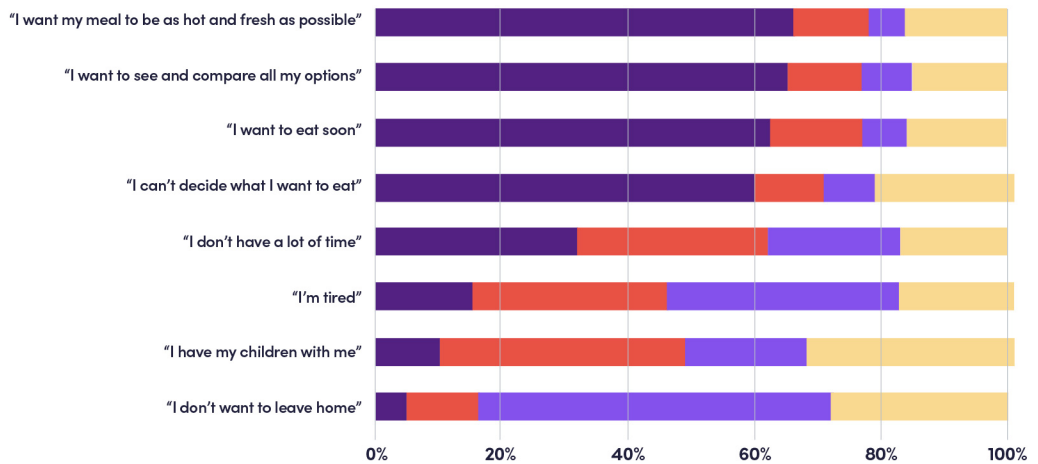
\*Values don't add up to 100 because respondents could check all answers that applied

## WHY DO CONSUMERS ALSO SHOP IN-STORE WHEN THEY PICK UP THEIR ONLINE ORDER?



## GRAB-AND-GO MEALS: PICK-UP OR DELIVERY – IT DEPENDS!

● Shop in-store ● Pick-up ● Delivery ● Would not get a grab-and-go meal



Source: Real-Insights Survey, February 2023. Sample sourced from consumers who shopped at Kroger both in-store and online over the past 3 months. N=400