

Grocery Channel & Category

PURCHASE HABITS

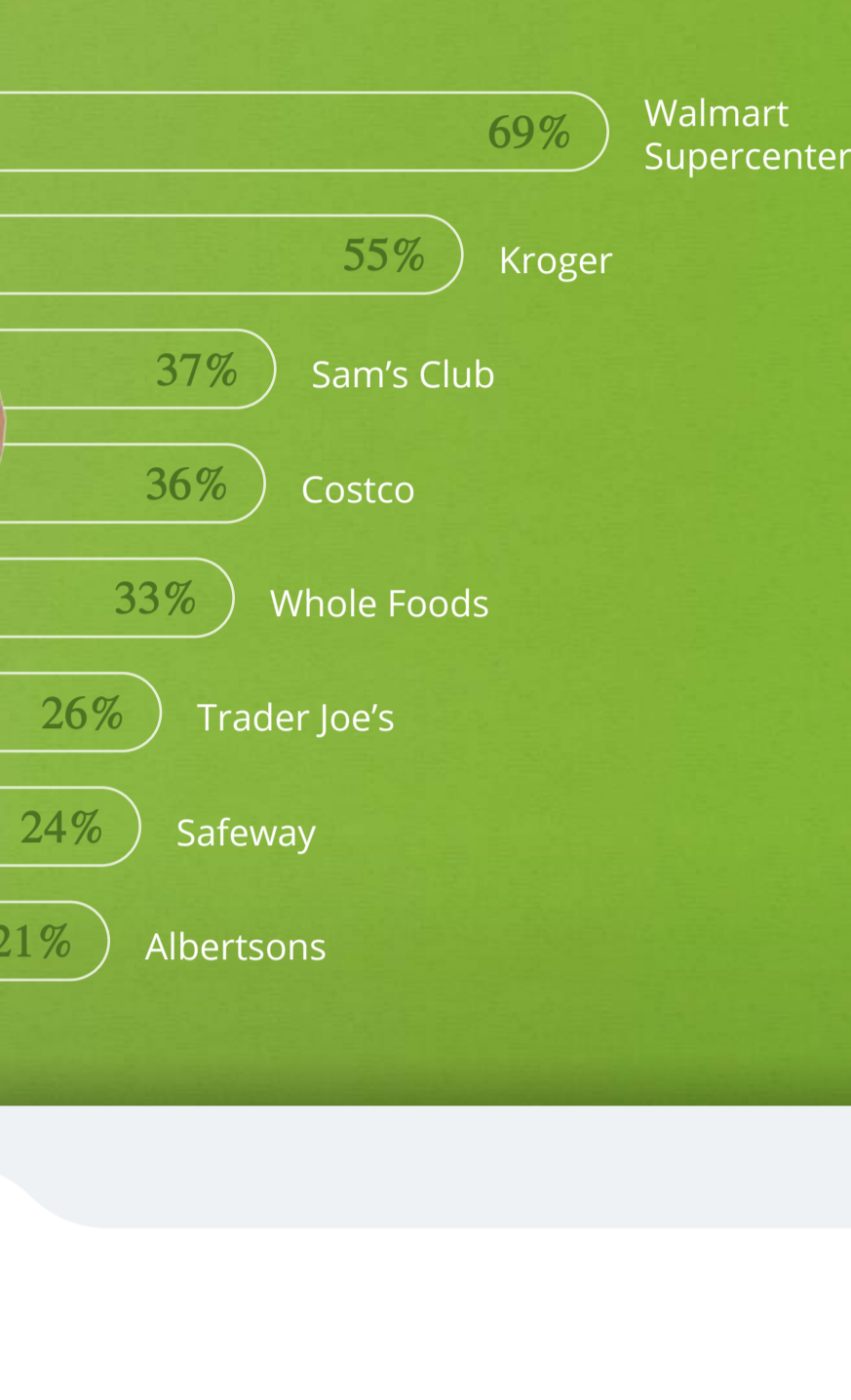


Grocery Channels Consumers Frequent

The *primary* channel for grocery shopping is usually a supermarket, but some do choose club stores or natural food stores as their *primary* grocery provider.



Specific Stores Shopped by Consumers

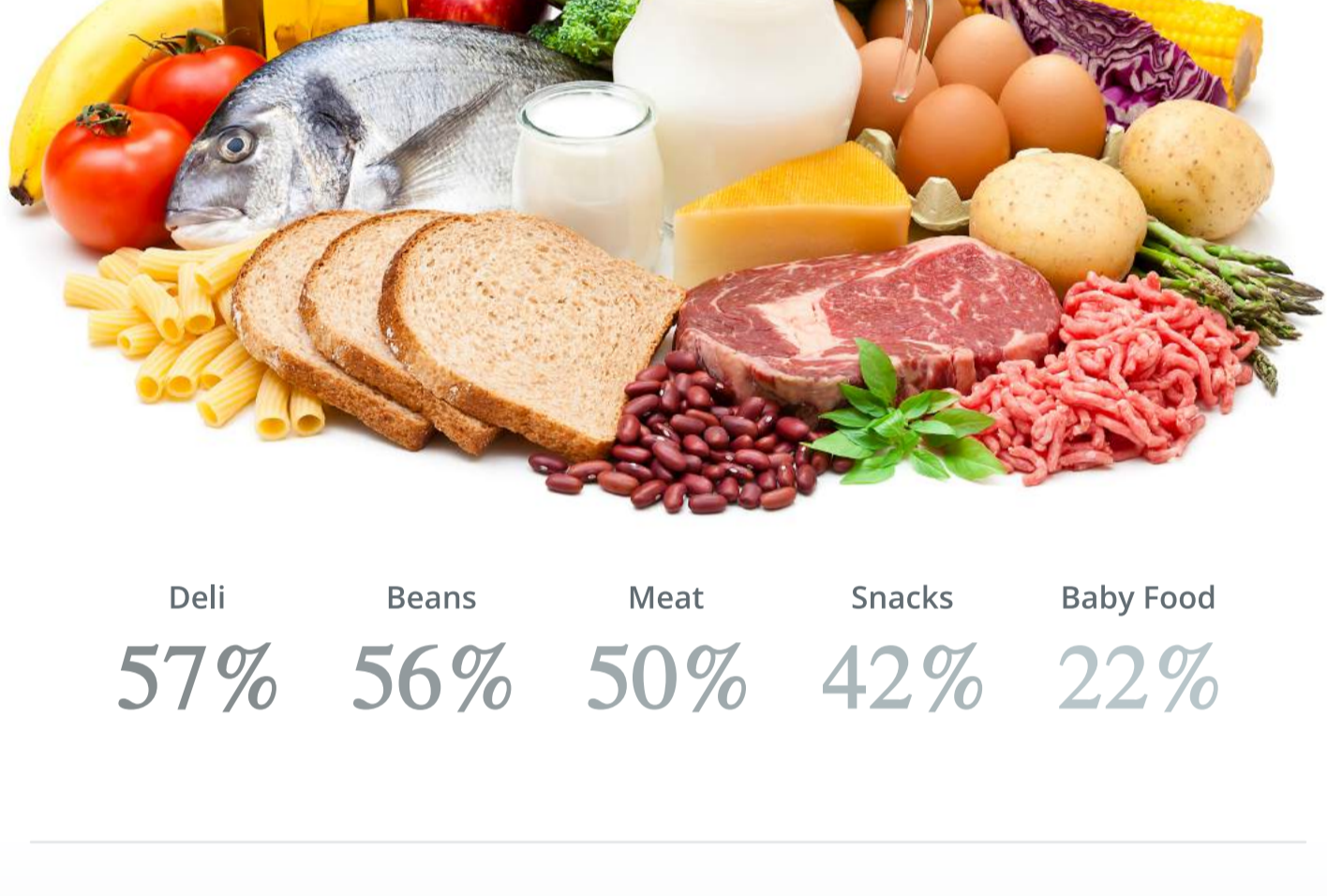


Organic Categories Purchased

Among shoppers who purchase organic foods, these are the categories they purchase most frequently in the organic category.

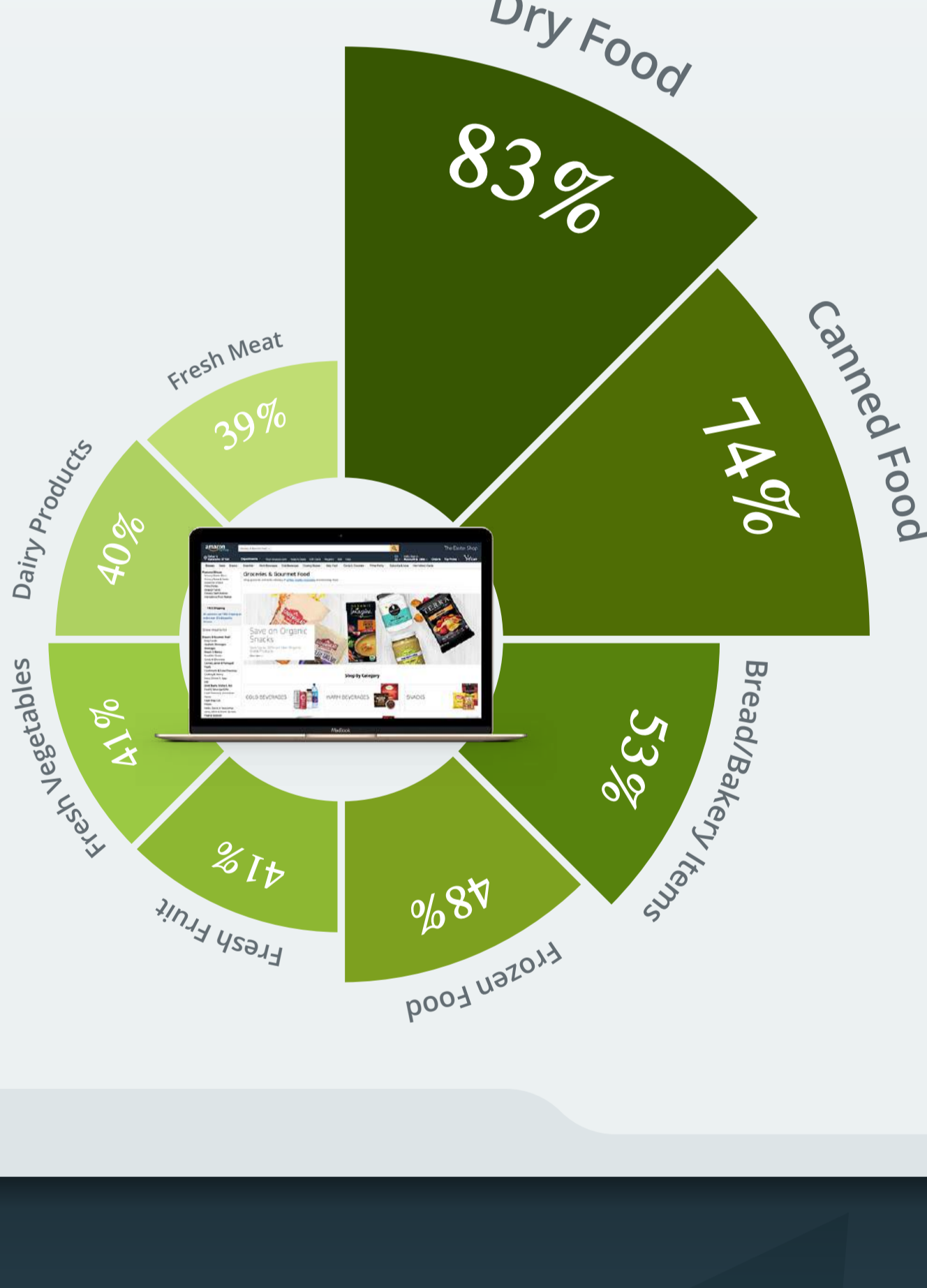


frequently purchase organic food in the Fruit, Dairy, Bakery, and Soup categories



Grocery Categories Purchased Online

Men, Millennials, those living in urban conditions, and those with children currently purchase a greater variety of these grocery food items online.



Growing Categories at Grocery Stores

MOST POPULAR Bottled Beverages Purchased



MOST POPULAR Snack Foods Purchased

THE BEST & TASTIEST SNACKS

Nutrition Facts	
8 Servings Per Container	1 Package
Serving size	
Most Often Purchased Snack Foods	
Snack Food	% Snacks Purchased*
Fresh Fruit	96%
Cereal/Granola Bars	95%
Crackers	92%
Cheese	92%
Fresh Vegetables	90%
Dairy Milk	89%
Cookies	87%
Fruit Snacks	86%
Juice Boxes	76%
Applesauce	68%
Protein/Nutrition Bars	48%
Dried Fruit	44%
Soy Milk	13%

*Fresh foods and foods high in protein are popular choices for snacks

