



SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit www.fona.com/clean for details about the personas.) The group gets regular check-ins, and we share our learnings with you!



KEY FINDINGS

For our panelists, online shopping is not something they did much before the pandemic. They are now shopping online more and having groceries delivered to their homes or picking them up curbside. Of those panelists that are still shopping in-store, they are shopping less often and planning out their meals. For the most part, their online shopping has been a positive experience and they trust online shopping.

100%

of the panelists trust online shopping

71%

have had a positive experience with online shopping

69%

are shopping less often in-person than prior to the pandemic

69%

did not do online grocery shopping prior to the pandemic

This week, our shopper panel takes on...

E-COMMERCE

ATTITUDES & OPINIONS

In this interaction we asked our panelists their thoughts around online shopping. We know that online shopping has become ingrained among consumers and they have shifted towards delivery and pickup services. And for today's households that buy groceries online, delivery and pickup services play an increasingly essential role in meeting their needs.

ROOM FOR IMPROVEMENT

While the majority of our panelists stated they have had positive experiences with online grocery shopping, there are a few that noted some definite areas of improvement.

"I have specific items and brands that I often like to purchase (not really because of brand loyalty, but more because I am a creature of habit), and I feel like whenever I have done online grocery shopping, the shopper replaces things or can't find things all the time and it's super annoying." – Zack S.

"I also like picking out what I'm buying (especially with produce). The quality hasn't been great when I've ordered online and I like to actually choose what I'm getting." – Katie D.

HOPEFUL RETURN TO IN-PERSON SHOPPING

Many of our panelists will continue to shop online after the pandemic is over, but many are looking forward to shopping in-store more frequently.

"Honestly I should rely on online shopping more especially with my schedule, but old habits die hard and I will probably continue going to the grocery store in person." – Zack S.

"Instacart's convenience is a real selling point, but there is something wonderful about going into a store." – Theo H.

"I will definitely visit a grocery store when it ends. I miss seeing everything there in person for me to look at and pick out which options I like!" – Ann F.

"I don't particularly 'enjoy' shopping in person, but if you want something done right, you're better off doing it yourself. I'm not sure if I will continue to use online shopping as frequently." –Justin P.

We asked our panelists how their grocery shopping habits have changed in the past year. For some, they have stayed the same, but for others less shopping trips, grocery delivery and even pick-up of groceries are now becoming a new habit.

JUSTIN P.

"I am shopping for groceries online more often. I am having groceries delivered. I am buying most items online and having them delivered. However, I am particular about my produce and like to shop for that in person."

SHARI M.

"I do almost all of my shopping online and pick it up. Unfortunately, living in a smaller community no one delivers. I actually keep a running cart going and place the order once a week or sometimes more."

KATIE D.

"I definitely shop less often (one time per week) and I plan out my meals a lot more. I still don't do online ordering though."

All this might leave you with a bit of a challenge. We get it, and we can help.

Maybe you're working on developing a new product or adding line extensions to an existing product line, but not sure what flavor profiles consumers are looking for. Maybe you're looking to find a balance between classic flavor profiles and more up & coming alternatives and could use some advice. FONA's subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let's talk. Contact us at: www.fona.com/chat or call 630-578-8600.

WANT US TO ASK ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you'd like us to find out from our shopper panel. Email POscarson@fona.com and let's dive in!

NON-GROCERY ITEMS

We asked our panelists what non-grocery items were being purchased online. 56% of the panelists stated they will continue to shop online for non-grocery items after the pandemic. Here are their responses.



BEAUTY PRODUCTS



HEALTHCARE PRODUCTS



OFFICE SUPPLIES

THE TAKEAWAYS

1

Return to In-Person Shopping

While our panelists are currently using online grocery shopping, many look forward to the safe return of in-person shopping. There's nothing like a trip to the grocery store to explore new products, flavors and experience that in-person shopping provides.

2

Quality is Key.

While consumers love the convenience of online grocery shopping, ensuring product quality is something that cannot be overlooked. While consumers trust online shopping, some of our panelists stated that it's often best when they pick out their own products, especially produce.