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Omnichannel Insights Report 2024

Today's post-Pandemic retail landscape is undergoing dramatic changes as consumers increasingly seek out omnichannel experiences that are all about convenience, personalization, and seamless shopping. It's not just about accessibility anymore; it's about creating frictionless shopping between online and in-store that feels tailor-made for each consumer.

As we know, today's consumer might:

- Place their order online, pick it up in-store.
- Skip in-store entirely by placing their order online and having it delivered.
- Shop entirely in-store.
- Put their order together online and use that as a list to shop in-store.
- Cart items all week (and maybe from multiple starting points)… or place their order all in one sitting.
- And a single consumer may do ALL of these things in the SAME week!

The wealth of options provides opportunities for brands and their retailer partners to fine-tune strategies to meet and exceed these evolving shopper expectations. We asked consumers to tell us how they shop and asked them to break it down by category: Grocery, Personal and Home Care, and Alc/Bev – and we are sharing the results here.

We hope these findings will help shape your next move!

Grocery Shopping Insights

The survey revealed a mix of omnichannel grocery shopping preferences among consumers. While 38% prefer to shop all in-store, another 37% blend online & in-store. About 13% opt for online & delivery, and 12% choose online & pick-up. Altogether, that's **62% of consumers using some form of online shopping method**, showing a clear trend towards digital convenience.

Interestingly, Most **(41%) of shoppers buy groceries online weekly** and only 16% never shop online for groceries.

WEEKLY

41%

How often consumers **shop online** for groceries

Q: Most frequent way of shopping for groceries?

Fully In-Store	**37.50%**
A combo of online and in-store	**37.17%**
Online, with delivery	13.00%
Online with curbside/in-store pickup	12.33%

Q: How often do you shop for groceries?

Daily	6.33%
Weekly	**41.00%**
Monthly	24.17%
Rarely	12.50%
Never	16.00%

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Grocery Shopping Insights: Age and Gender

Age and gender play roles too. Younger and older shoppers lean towards traditional in-store shopping, while middle-aged adults prefer mixing it up – using both online and in-store options for flexibility.

Men and women also show some differences. **More men (42%) use a combo of "online and in-store,"** whereas **more women (39%) stick to "all in-store."**

MEN:
42% combo of **online & in-store**

WOMEN:
39%
all in-store

Consumers Embrace **Convenience**

Convenience stood out as a key factor for shoppers, who said that they appreciate user-friendly apps, having options of ways to shop, and personalized service. **57% of the survey respondents feel that having multiple shopping channels available** – like in-store, online, and pick-up or delivery – **enhances their shopping experience** for groceries, personal care items, and alcoholic beverages.

When it comes to online shopping, smartphones clearly are the go-to choice. This is true across all age groups, from young adults aged 18-24 to those over 54, showing just how widely smartphones are embraced for buying groceries and consumer packaged goods.

57%

Shoppers Say Having Multiple Shopping Channels "Enhances their Experience"

Mobile Dominates

The device most frequently used for shopping online for groceries, personal/home care items, and alcoholic beverages **is a smartphone (56%). Further, 3 out of 5 consumers (and almost all smartphone users) prefer mobile apps** over websites.

Device used most frequently when shopping online for groceries:

Smartphone:	**56.0%**
Tablet:	11.3%
Laptop:	14.8%
Desktop:	12.5%
Don't Shop Online:	5.3%

Grocery Shopping Insights: Habits by Location

Shopping habits vary based on the location of a consumer's home: in an urban, suburban, or rural area. Urban dwellers are most likely to shop online and to shop on smartphones vs. suburban or rural consumers.

URBAN

In-store Only:	30.98%
Mix Online/In-Store:	**40.76%**
Online (delivery or curbside):	28.26%
Shop on smartphones:	62%

SUBURBAN

In-store Only:	**39.18%**
Mix Online/In-Store:	38.43%
Online (delivery or curbside):	22.39%
Shop on smartphones:	54%

RURAL

In-store Only:	**42.57%**
Mix Online/In-Store:	30.41%
Online (delivery or curbside):	27.03%
Shop on smartphones:	52%

In-store vs. Online – the Choice Drivers

When it comes to grocery shopping, those who prefer going to the store have clear reasons: **72% like picking out their own fresh items, 54% believe they are more likely to discover new things**, and **43% believe they find better deals in-store.**

Meanwhile, online shoppers have their own reasons: about **51% say they avoid impulse buys online, 49% like that their preferences are saved for easier shopping, and 34% think they get better prices** (also 24.5% say they are more likely to discover new products online).

We find it particularly interesting that both groups give the same reasons - better prices and better discovery - for making different choices!

REASONS FOR CHOOSING IN-STORE SHOPPING

Like to Pick Out Produce, Meat, etc.

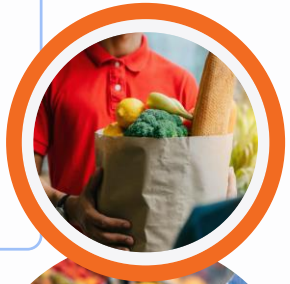
72% say they like to pick out their own produce meats, etc. while shopping in-store.

More Likely to Discover New Items

54% say they like that they're more likely to discover new items in-store.

Think They Get Better Prices & Deals

43% believe they get better prices & deals in-store.



REASONS FOR CHOOSING ONLINE SHOPPING

Avoid Making Impulse Purchases

51% say they avoid making impulse purchases when they shop online.

Like Preferences Being Saved

49% report they like the ease and efficiency of their preferences being saved.

Think They Get Better Prices & Deals

34% believe they get better prices and deals online.

Watch out, Amazon
Consumers want to see your store!

When it comes to buying CPG and consumable items like grocery, personal care/home care, and alcoholic beverages, consumers state that it is important to them that the retailer also has a physical store.

30%

of consumers feel it is important for an **online retailer** to also have **physical stores.**

vs.

Q: When shopping for groceries, personal care/home care items, and alcoholic beverages, how important is it for you that an online retailer also has physical stores?

Very important	28.67%
Important	**30.00%**
Neutral	22.17%
Not very important	11.50%
Not important at all	7.67%

Age Group Fulfillment Preferences Reflect Lifestyle Differences

Age <25

Out & About

The 24-and-under consumer is more cost conscious, and can more easily manage picking up groceries, so they prioritize click-and-collect over delivery.

MOST WANT PICKUP
56%

Ages 25 – 54

Time-Savers

Time-saving options are likely most important to those 24-54, many of whom are busy both raising families and working. These busy consumers prioritize both pickup AND delivery

WANT PICKUP	WANT DELIVERY
64%	**61%**

Ages 55+

Ease of Delivery

Delivery may be more important than click-and-collect to the 55+ demo due to less commuting (less likely to be driving by stores), and because it may be physically harder to haul around heavy groceries.

MOST WANT DELIVERY
63%

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Impulse purchases?

More impulse in-store, but online too … and actually *desired* by many consumers!

The survey revealed interesting differences in impulse buying behaviors, depending on whether people were shopping online or in-store. Most (73%) believed they tend to make more spontaneous purchases when physically browsing in-store, while 27% said they are more likely to buy on impulse while shopping online – but this varied by age.

It's interesting to note that some respondents said they **actively choose to shop online in order to avoid making impulse purchases in-store … but ironically, many of these same consumers later noted that they choose to shop online because they feel like they are more likely to discover new products when shopping online!**

Notably, women showed a stronger tendency to make impulse purchases in-store compared to men … and younger shoppers were more likely to give in to online impulse buys than their older counterparts.

Impulse Purchases

Consumers say they are more likely to purchase impulse items In-Store than at Retailer.com … but this varies considerably by age!

IN-STORE	ONLINE
73%	27%

Breakdown by age

	Store made me buy it.	Store.com made me buy it.
18-24	67%	33%
25-34	56%	44%
35-44	65%	35%
45-54	77%	23%
55+	90%	10%

Omnichannel consumers like current shopping options, but still see some room for improvement.

In a huge leap forward from our earlier surveys, the majority **(69%) of respondents expressed satisfaction or high satisfaction** levels with the overall integration of online and in-store shopping experiences – noting that their top priorities were consistent pricing/promotions and availability.

Respondents did note occasional issues like price inconsistencies and stock availability discrepancies across channels. They would like to see better integration of online and in-store inventories, more flexible delivery and pickup options, and improved functionality of mobile shopping apps.

TOP CONSUMER PRIORITIES

Check In-Store Availabilty

51% want the ability to check in-store availability online.

Consistent Pricing + Promotions

53% prioritize consistent pricing and promotions across channels.

Substitute OOS items

45% say it's important to be able to simply substitute OOS items with similar products.

DESIRED IMPROVEMENTS

Check In-Store Availabilty

42% are seeking better integration of online and in-store inventory.

Flexible Options

41% want more flexible delivery and pick-up options.

Customer Service

Category Differences: Traditional Grocery, Personal/Home Care & Alc/Bev

While most consumers still regularly buy groceries and personal/home care online, with **62% of consumers buying online some or all of the time, alcoholic beverages** stand out as a category still **primarily bought in-store** rather than ordering online **(64%).**

In terms of shopping frequency, Personal/Home Care looks less like grocery (which is most likely to be weekly) and more like Alc/Bev. Online grocery shopping is quite frequent, with most respondents making weekly purchases, while Alc/Bev and Personal/Home Care shopping trips are most likely to be **monthly**.

Where the consumer shops, by category

Grocery

38%

All in-store

37% Combo In-Store/Online
12% Curbside/In-store Pickup
13% Online Purch/Home Delivery

Mostly Shop
WEEKLY

Personal/Home Care

36%

All in-store

33% Combo In-Store/Online
15% Curbside/In-store Pickup
17% Online Purch/Home Delivery

Mostly Shop
MONTHLY

Alc/Bev

64%

All in-store

16% Combo In-Store/Online
11% Curbside/In-store Pickup
9% Online Purch/Home Delivery

Mostly Shop
MONTHLY

CLOSE UP: Spirits, and Gender/Age Mixology

When it comes to buying alcoholic beverages, men and women have some interesting differences in their shopping habits. Women tend to prefer shopping in-store, with 69% choosing this option. Also, of those who do shop online, 41% of them don’t prioritize delivery when buying these items.

On the other hand, **58% of men** only shop for alcoholic beverages in-store, and among those who do shop online, **45% find delivery important to them.**

In terms of frequency of shopping in-store, women shop monthly in-store at 24% and weekly at 18%. For men, the numbers are higher, with 30% shopping monthly and another 30% shopping weekly in-store.

WOMEN:
69% all in-store

41% say delivery is NOT important

MEN:
58% all in-store

45% say delivery is an important option

The Age Breakdown

Behavior differs by age: younger and older groups tend to buy alcohol in-store, while those in between mix shopping methods.

<25 and >55
Prefer shopping
in-store

AGES 25-54:
Are mixing how they shop for alc/bev

CLOSE UP: Personal/ Home Care Shopping

When it comes to shopping for personal and home care items, there are noticeable trends across different age groups. **Younger respondents stand out for their weekly online shopping habits**, which is more frequent compared to older age groups, who tend to shop online monthly for these categories. Interestingly, despite them reporting a preference for in-store shopping, younger adults show a higher frequency of online purchases than any other age bracket.

Additionally, those aged 25-54 prefer a balanced approach, mixing online orders with in-store visits. In contrast, individuals aged 55 and above report the convenience of having these items delivered to their doorstep is very important.

< Age 25

Report shopping **ONLINE** for personal and home care **WEEKLY**

*In contrast, all other ages, report shopping MONTHLY for these items.

AGES 55+: Value convenience of **DELIVERY**

AGES 25-54: Busy families **combine in-store and online**

TOPLINE: Delighting Today's Consumer

As we navigate the evolving retail landscape, one thing is crystal clear: Consumer shopping behaviors are rapidly changing, especially when it comes to groceries, personal & home care items, as well as alcoholic beverages. Here are four key takeaways for CPG brands looking to stay ahead:

Omnichannel Is King: Convenience rules the roost. Consumers expect seamless transitions between online and in-store shopping experiences. Brands that can integrate these channels effectively, offering user-friendly apps and flexible options, will win the loyalty of today's discerning shoppers.

Age Matters: Understanding generational preferences is crucial. Younger Gen-Z shoppers prioritize online convenience but highly value in-store experiences. Meanwhile, older demographics appreciate the ease of delivery for heavier items like groceries and personal care products.

Gender Dynamics: Men and women show distinct preferences in shopping habits, especially for alcoholic beverages. Women prefer the tactile experience of shopping in-store, while men appreciate online options, particularly delivery.

Frequency and Flexibility: Shopping frequencies vary across categories. While groceries often see weekly online purchases, personal care items and alcoholic beverages lean towards monthly shopping habits. Brands should tailor their strategies to accommodate these different purchasing cycles.

Today's CPG brands have a wealth of opportunities to enhance their strategies by focusing on convenience, understanding demographic nuances, and optimizing the omnichannel experience. By staying agile and responsive to these shifting consumer preferences, brands can build lasting connections and drive growth in this dynamic market.

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Omnichannel Insights Report Methodology:
Sample size: 600, United States

Note: Responses were collected through a polling software that works within a network of apps to offer appropriate non-cash incentives in exchange for response to the survey. The panel may be more likely to engage with online tactics since the survey was completed through an app network.

Want to know more? Want to add questions to the next survey?

Get in touch with us:

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