

5 Things That Are Not So True About Food Shopping Today



THE HARTMAN GROUP'S INTEGRATED RESEARCH APPROACH TO TRACKING HOW AMERICANS SHOP FOR FOOD AND BEVERAGE HAS ALLOWED US TO IDENTIFY FIVE GENERAL BELIEFS ABOUT SHOPPING BEHAVIOR THAT FAIL TO GET BEYOND MERE CONJECTURE. HERE WE PRESENT OUR PERSPECTIVES ON FIVE OF THE MORE COMMON MYTHS ABOUT FOOD SHOPPING IN AMERICA TODAY.

Source: [Food Shopping in America 2017](#) report



Millennials don't plan their shopping

Reality: Nine in ten (90%) Millennials engage in **some kind of planning** behavior before shopping — virtually the same as other generations.



Shopping trips are divided between stock-up trips and fill-in trips

Reality: Many shoppers have only **one type of trip** — a medium to small trip in search of key things for the next few meals and a few other items.



Men and women shop differently

Reality: It all depends on who the household's primary shopper is — and women often tend to be the main shopper. **Regardless of gender**, primary shoppers are more likely to browse, factor in prices and sales, use coupons and keep a list.

Consumers want a one-stop shop

Reality: The average grocery shopper, doing half or more of their household's shopping, **shops 4.4 channels a month.**



Online can't work for fresh foods

Reality: Online's weakness in fresh is **more perception** than lived reality, at least for those consumers who shop for groceries online. For online shoppers, shopping online for fresh does the job just fine and comes with other important benefits, like convenience and time savings.

