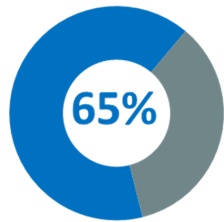


# THE MALE SHOPPER

## THE AVERAGE GUY AT THE GROCERY STORE

Don't underestimate the importance of the male shopper. More men are shopping frequently and making just as many monthly store visits as women. **Men and women** average **15** visits a month.

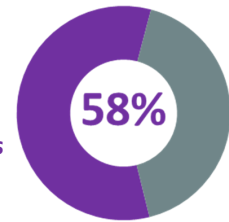


Shop at least twice a week

(Avg. 3 channels a week)



Shop at least twice a week



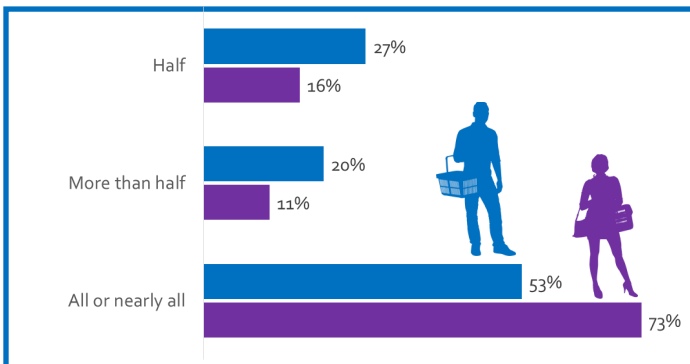
(Avg. 3 channels a week)



*Men tend to shop the club, convenience and online channels more than women, in part because these channels allow them to quickly purchase what they need.*

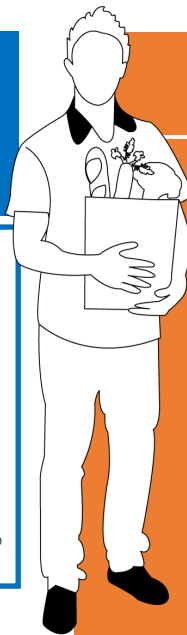
### Only about half of male shoppers make most or all of the household grocery-buying decisions

How much of your household's shopping for groceries are you responsible for?



### A few facts about the average guy at the grocery store

- Almost half of all primary shoppers are male (43%).
- Men prepare less for their shopping trips; less than half (48%) make a list prior to shopping.
- When shopping, the average guy in the grocery store definitely prefers a "grab-n-go" approach.
- Don't mistake male shoppers' lack of planning and "grab-n-go" trips for a willingness to accept items of lesser quality with higher price tags. More males are becoming interested in quality food, artisan products, ethnic flavors and restaurant-inspired cooking.



Source: Food Shopping in America 2014 report, The Hartman Group

