

MALE GROCERY SHOPPERS

NO PREP, NO PLANNING, NO PROBLEM

Long has lived the myth that “Mom” is solely responsible for a household’s grocery shopping. But The Hartman Group’s *Food Shopping in America 2017* report is once again proving that men may be increasingly more gatherer than hunter. More men are shopping frequently, and they are now making just as many monthly store visits as women. And while men are still less likely to be the primary grocery shopper in the household, they often play a supporting role in the food-buying process. Here’s a look at some key insights into understanding the seismic gender shift happening in America’s food stores.

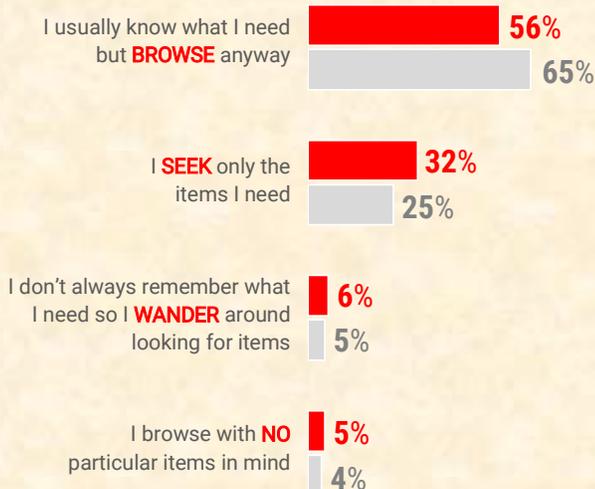
PRIMARY SHOPPER PROFILE

Women are still a bit more likely to be a household’s primary shopper. They also tend to do a greater share of a household’s shopping.



SHOPPING STYLE

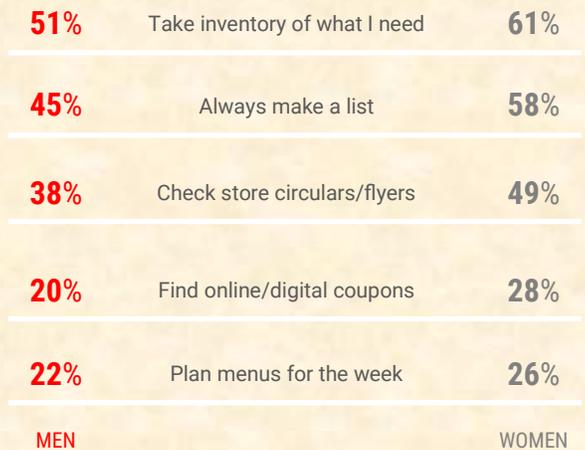
Most shoppers have a plan but browse anyway. Men are not much for browsing; they’d rather simply seek out the key items they need.



PLANNING FOR GROCERY SHOPPING

Women are still more likely to plan their shopping trips than men.

How do you plan, if at all, before your grocery shopping trips?



SHOPPING TRIPS

Almost all consumers participate in cross-shopping – making multiple trips to multiple stores every week.

