



PRIMARY GROCERY SHOPPER

In a study of household grocery shopping behaviors of more than 1k respondents, 86% of all adults say they have at least half of the responsibility for household grocery shopping (81% for men vs 92% for women). Households made an average of 2.5 trips per week to the grocery store (1.6 by primary shopper and 0.9 trips by secondary shopper).



A DIVERGENCE OF LIFESTYLES

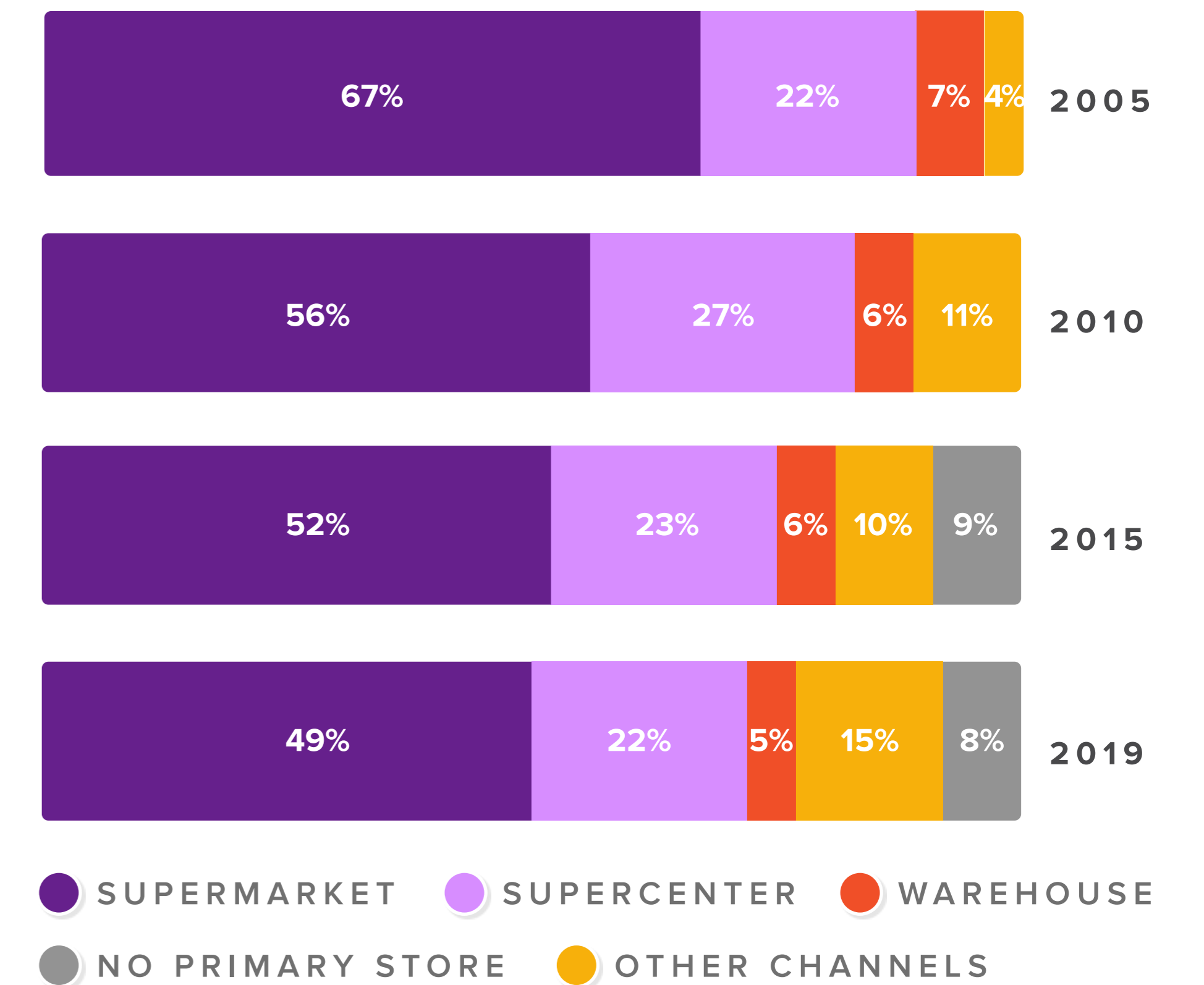
Users who increased trips for grocery shopping leaned towards:

- reduced planning for future meals
- constant shopping mentality
- urbanization
- desire for food freshness

Users who decreased trips for grocery shopping leaned towards:

- sharing of shopping responsibilities
- migration to online grocery delivery
- increased reliance on food service
- more food purchase outside of trips dedicated to groceries

PRIMARY STORE FOR GROCERY SHOPPING



HIGH INDEX CATEGORIES



CPG

Household & Kitchen Supplies

Personal Care Supplies

- Beauty
- Cosmetics
- Male Care Products
- Female Care Products
- Children Care Products
- Eye Care Products
- Oral Care Products

Flowers

Cleaning Supplies

Small Appliances

Baking and Cooking Accessories

Location Visitors

Point Of Interest segments are based on users mobile location visits to businesses.

Warehouse Store

- Big Lots
- BJs
- Costco
- Kmart
- Sams Club
- Walmart
- Bulk Barn

Grocery Store - Supermarket

Household Consumer Behaviors

- Affluent Household
- Heavy Shoppers
 - Frequent Buyers
 - Large Order Value Buyers
- Head of Household
- Repeat Internet Buyers
- Shopper Moms

Food & Beverages

- Health Food
- Restaurants
- Recipes
- Grocery Stores & Bakeries
- Vegetarians
- Foodies
- Frozen Dinner Eaters
- Fast Food Enthusiasts
- Online Food Delivery
- Cereals
- Snacks
- Drinks
 - Carbonated Drinks
 - Non Carbonated Drinks
 - Coffee and Tea
- Baby Food
- Canned Food
- Alcohol
 - Wine and Winery

Premium

Family Structure

- Family with children (0-3, 4-6, 7-9, 10-12, 13-15, 16-18 years old)
- Family without children

Mothers Lifestyle

- Mothers with only one child
- Mothers with 2 or more children
- Baby Boomer Mothers
- Gen X Mothers
- Gen Y Mothers
- Working Mothers
- Stay at Home Mothers
- Mothers to Infants
- Mothers to Toddlers
- Mothers to Tweeners
- Mothers to Teenagers
- Mothers to Highschoolers
- Crafty Mothers
- Fitness Mothers
- Gardening Mothers
- Couponing Mothers

Shopping Behavior

- Approval Seeking
- Brand Loyals
- Impulse Buyers
- Informed Consumers
- Smart Greens
- Child Influenced Shoppers
- Loyalty Card Users
- Warehouse Club Members
- AARP Members

Life Events

- New Homeowners
- Movers
- New Parents
- Recently Married
- Recently Single

Shopping Behavior

- Approval Seeking
- Brand Loyals
- Impulse Buyers
- Informed Consumers
- Smart Greens
- Child Influenced Shoppers
- Loyalty Card Users
- Warehouse Club Members

Demographics

- Gender
- Age
- Household Income
- Marital Status

datonics

Contact **Rob Klein**

rob@datonics.com

for more information.