



HYBRID SHOPPERS: HOW DO THEY DIVIDE UP THEIR BASKETS?

WHO ARE HYBRID GROCERY SHOPPERS?

Hybrid grocery shoppers are those who shop both in-person and online for their groceries.



33.4%
SURVEYED WERE HYBRID SHOPPERS

Approximately one-third of those surveyed indicated they were hybrid shoppers in the last two weeks.

Hybrid shoppers were more likely to have children and tended to be younger than non-hybrid shoppers.

WHY DO HYBRID SHOPPERS MATTER?

Online shopping grew substantially during the pandemic, and now, some consumers are using both modes to shop. For retailers, additional information on hybrid shoppers is needed as they attempt to allocate products and advertising between the two modes. Additionally, if product choices differ between modes (e.g., more nutrient dense choices from in-person shopping), understanding hybrid shopper habits has important implications for public health.

HOW DO THEY DIVIDE THEIR GROCERY SPENDING?



We find that on average, hybrid shoppers said they spent more of their monthly grocery budget in-person than online.

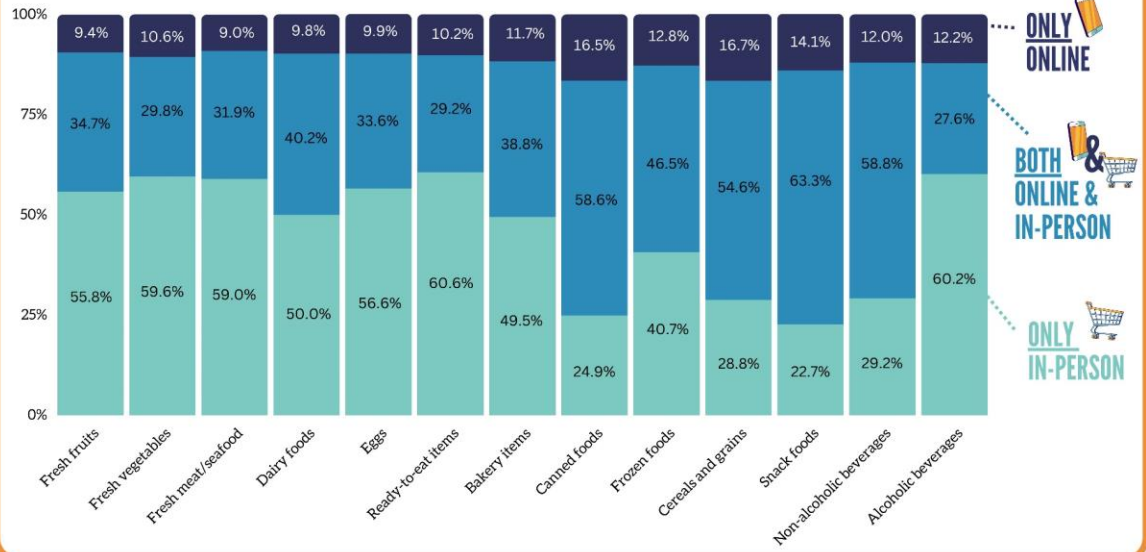
HOW DO THEY DIVIDE UP THEIR SHOPPING TRIPS?

Hybrid shoppers said they shop in-person more often.



HOW DO THEY DIVIDE UP THEIR PRODUCTS?

We find that hybrid shoppers preferred to only buy certain foods in-person (e.g., fresh fruit, fresh vegetables, fresh meat/seafood, eggs, ready-to-eat items), whereas other foods they were more comfortable purchasing online as well (e.g., canned foods, snack foods, and cereals/grains). This difference is likely due to consumers' preferences to see and choose products where quality may be more variable (e.g., differences in size or ripeness, visible blemishes or discoloration, etc.).



DATA & AUTHOR DETAILS

Results presented here come from the February 2023 wave of the Gardner Food and Agricultural Policy Survey. In the Survey, 1,014 US consumers were asked about their food habits. Consumers were recruited to match the US population in terms of gender, age, income, and region. This project was funded by the Gardner Agriculture Policy Program.

Maria Kalaitzandonkes (Assistant Professor in the Agricultural & Consumer Economics Department at the University of Illinois at Urbana Champaign); Brenna Ellison (Associate Professor in the Agricultural Economics Department at Purdue University); and Jonathan Coppess (Associate Professor in the Agricultural & Consumer Economics Department at the University of Illinois at Urbana Champaign)

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