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

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.

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.

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