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Ipsos report explores consumer pain points and priorities in grocery ecommerce

Exclusive study ranks the performance of top 17 grocery brands on ecommerce methods and digital transformation

New York, January 23, 2024 – Ipsos, one of the largest market research and polling companies globally, today shared a new study on "buy online, pick-up in store" (BOPIS) and ecommerce experience trends across the grocery industry.

Building upon years of consumer behavior research, Ipsos' report offers an exclusive look at 17 leading American grocers, from Albertson's and Aldi to Walmart and Whole Foods Market. The findings underscore the critical role that seamless online shopping experiences and flexible fulfillment methods play in driving customer satisfaction.

"From online ordering to meal delivery services, what started during Covid-19 as a necessity has morphed into a method of shopping that people didn't realize they needed in their everyday lives," said Silvana Daehn, Vice President with Ipsos' Channel Performance practice.

"Big-box retailers who sell groceries are making significant ecommerce and infrastructure investments to streamline the ordering and fulfillment processes, from signage and parking to staffing. Their goal is to make the buying of groceries and other household items a single, seamless transaction. Pure-play grocers need to invest to keep up."

Ipsos' report draws upon a fall 2023 survey of 1,200 Americans, a series of mystery shopping experiences, and an analysis and ranking of key purchase consideration drivers across online, BOPIS, and curbside pick-up shopping journeys.

Target, **Walmart**, and **Albertson's** emerged as overall top performers within the American retail grocery landscape, with each seeing marked improvements year over year. Across different shopping methods, however, rankings varied. For the delivery category, respondents viewed **Whole Foods Market** as the grocer with the best communication (with 83% "very satisfied"), while **Albertson's** was the brand shoppers said they were most likely to buy from again (61% extremely likely to use again). For curbside pickup, however, **Albertson's** ranked highest (with 97% very satisfied), while **Amazon Fresh** was the brand that shoppers said they were most likely to use again (76% extremely likely to use again).

Along with category rankings, the report identified pain points in the customer experience and the amenities that shoppers say they value the most — establishing a strategic roadmap for differentiation in a fast-changing retail landscape.
Unsurprisingly, reliability and accuracy emerge as key factors in these rankings. But this

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ages-old emphasis on trustworthiness is now playing out across new platforms and points of sale, serving as a reminder that the grocery ecommerce environment has evolved — and that brand managers must be investing in online grocery shopping experiences to remain competitive.

For further details on the report, please contact:

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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