



PRESS RELEASE

Ipsos to rank online grocery leaders in 2024 Grocery Ecommerce Experience Report

Forthcoming report to offer exclusive insights on leading brands and key differentiators in online grocery shopping

New York, November 14, 2024 – Ipsos, one of the largest market research companies globally, today announced the 2024 Grocery Ecommerce Experience Report: a comprehensive, data-driven analysis of the trends shaping grocery ecommerce, the features that make or break the customer experience, and the brands setting the standard.

The report, set to be published at the beginning of 2025 in partnership with trade publication [Supermarket News](#), will build upon an exclusive Ipsos study to rank the top-performing grocery retailers and evaluate the key factors driving their growth.

“As more US consumers make online shopping for groceries part of their normal routine, the benchmarks for a ‘perfect’ ordering experience are shifting. The 2024 Ecommerce Experience Report gives supermarket brands the operational and experiential insights they need to deliver on the features shoppers value most,” said Brad Christian, head of strategic growth for Ipsos Channel Performance.

With the backing of Ipsos’ field-defining research — which earned it the title of [No. 1 Most Innovative Insights & Analytics Company](#) in the 2024 GRIT Business & Innovation Report — the 2024 Grocery Ecommerce Experience Report will offer essential insights on customer expectations, how satisfaction varies across different delivery and pickup modes, and the attributes that matter most for continued adoption, overall customer satisfaction, and brand loyalty.

Walmart and Target topped last year’s list of ecommerce retailers, with Walmart earning the coveted Ipsos Grocery Ecommerce Experience Excellence Award. A number of traditional supermarket operators were evaluated in the report. Those evaluations included experiences for both delivery and curbside pick-up. Kroger, Walmart, Target, Albertsons, H-E-B, Meijer, Hy-Vee, Publix, and Food Lion are among the brands included in this year’s study.

Additional brands interested in participating in the study or learning more should contact Brad Christian at brad.christian@ipsos.com.

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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 www.ipsos.com