



PRESS RELEASE

Ipsos Announces the Results of its 2025 Channel Check-In | Grocery Ecommerce Excellence Study

H-E-B, Shipt, Hy-Vee, Kroger, Giant Eagle, and Uber Eats earn top spots

New York, November 19, 2025 - [Ipsos](https://www.ipsos.com), one of the world's leading market research companies, today announced the release of the **Ipsos 2025 Channel Check-In | Grocery Ecommerce Excellence Study**, an exclusive ranking of online grocery ordering experiences and the brands that are meeting or exceeding shoppers' expectations.

Now in its fifth year, the 2025 Channel Check-In | Grocery Ecommerce Excellence Study benchmarks digital ordering performance across 15 of America's leading grocery chains and four third-party aggregators, with the backing of Ipsos' award-winning mystery shopping and consumer research methodologies.

These findings enable operators, marketers, and product teams to identify pain points, prioritize feature development and fast-track innovations that build loyalty and drive revenue. The report also identifies standout performers in this fast-growing sector:

- **H-E-B** – Recognized for Best Overall Performance for both curbside pickup and delivery experience due to very high scores across most ecommerce dimensions.
- **Shipt** – Recognized for Best Overall Performance among the third-party ecommerce providers for both customization and order delivery experience.
- Among supermarket brands, **Hy-Vee** finished first for curbside pickup customization and delivery experience, **Kroger** finished first for curbside pickup experience, and **Giant Eagle** finished first for delivery customization.
- **Uber Eats** ranked first for third-party delivery experience, largely due to its ease of navigation and product detail.

The 2025 report is built from two complimentary data sources: an Ipsos survey of 1,205 U.S. adults who recently used online ordering for groceries, and assessments by 1,762 mystery shoppers from Ipsos' mystery shopping practice, iShopForIpsos, who evaluated leading brands' operational execution.





PRESS RELEASE

The 2025 Channel Check-In | Grocery Ecommerce Excellence Study finds that continued use of curbside pickup or grocery delivery is highly likely: Nearly half of curbside pickup users (46%) do so at least weekly, and 71% indicate they are likely to do so again. Similarly, 46% of delivery customers do so at least weekly, and 73% indicate they are likely to use this ordering channel again in the future. The factors that keep customers coming back to these two ecommerce channels are as follows:

- **Help customers save time.** Shoppers want to get what they need quickly, while saving the effort/labor it would take to do it themselves.
- **Reduce friction.** Users of these services want to easily complete the purchase, have the option to select a delivery/pickup window, and receive timely communications about order status.
- **Pricing perception.** Perceptions of higher pricing, charging a fee for the service, or charging higher prices online versus in store drive cart abandonment.

“As grocery ecommerce adoption continues to grow and become a component of consumers’ everyday lives, supermarket brands face growing competition to deliver seamless, fast, and engaging digital experiences,” said Brad Christian, Chief Commercial Officer, Ipsos Experience Group.

“But after five years of conducting this research, we’ve seen the brands that invest in their digital offerings move up in our rankings. The ecommerce arms race is real. And we are assessing it in real time.”

Brands seeking to understand how the industry performed and what actions they might take to upgrade their offers **can schedule a complimentary review of the study results** by contacting Brad Christian at Brad.Christian@ipsos.com.

For more information on this news release, please contact:

Christopher Good
Communications Manager
christopher.good@ipsos.com





PRESS RELEASE

About the Study

Ipsos conducted a consumer survey of 1,200 respondents aged 18-65, all of whom had previously used a supermarkets' ecommerce offering for either curbside pickup or delivery, aiming to understand their preferences and expectations for ordering groceries through this channel. Leveraging these insights, Ipsos performed a key driver analysis to outline those operational and experiential attributes, which were configured into measurable performance attributes.

Subsequently, Ipsos deployed approximately 100 mystery shoppers to each of the 15 supermarket brands and four third-party delivery service providers, assessing how effectively each brand delivered on those operational standards. The findings of this study reflect the opinions and perceptions of survey participants and the observations gathered by mystery shoppers.

About the Channel Check In | Grocery Ecommerce Excellence Study Awards

Each brand included in the **Ipsos Channel Check In | Grocery Ecommerce Excellence Study** received scores reflecting their delivery on operational and experiential standards for both curbside pickup and delivery, grouped into three key assessment categories: Order Experience, Customization, and Pickup or Delivery Experience. Ipsos recognized the top performers in each category with an award. Those awards were as follows:

- **Overall Performance Award**: This award recognizes the brand achieving the highest overall score across all performance categories, calculated using a weighted average based on the mystery shop scores. The brand outperforming the mean score across participating brands is deemed the overall winner.
- **Order Experience Winner**: Recognizes the brand delivering on product detail Findability, ease of navigation and finding items, item availability, findability of promotions, feeling of payment security, ease of purchase, pickup time slot satisfaction, and ease of building a cart.
- **Customization Winner**: Awarded to the brand excelling in order customization options, out-of-stock preference (Delivery), delivery scheduling (Delivery), payment method availability, and delivery instruction options.
- **Pickup or Delivery Winner**: Acknowledging the brand that provided the best in delivery time confirmation, delivery order update timeliness, delivery on-way notifications, on-time deliveries or pickup timing, eco-friendly packaging, and overall order accuracy.

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 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





PRESS RELEASE

and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00

