

The grocery store still matters

Consumers are embracing online grocery shopping—but they're not ready to give up the physical store. Shoppers continue to value stores for confidence, experience and connection.



Most shoppers are **not fully comfortable** relying only on online grocery shopping

59%

say shopping only online for one month would be at least somewhat easy

74%

still expect at least some obstacles

What shoppers would miss most about in-store shopping

Top reasons consumers still value the store



Being able to select my own products



Human connection



Enjoyable experience of shopping



Selection of products available in the store



Lower cost/expense



Discovery of new products



+



The takeaway

Consumers want digital convenience + in-store confidence. Retailers that combine both experiences will be best positioned to win shopper loyalty.



Source: *U.S. Grocery Shopper Trends 2026*,
FMI—The Food Industry Association and Hartman Group

