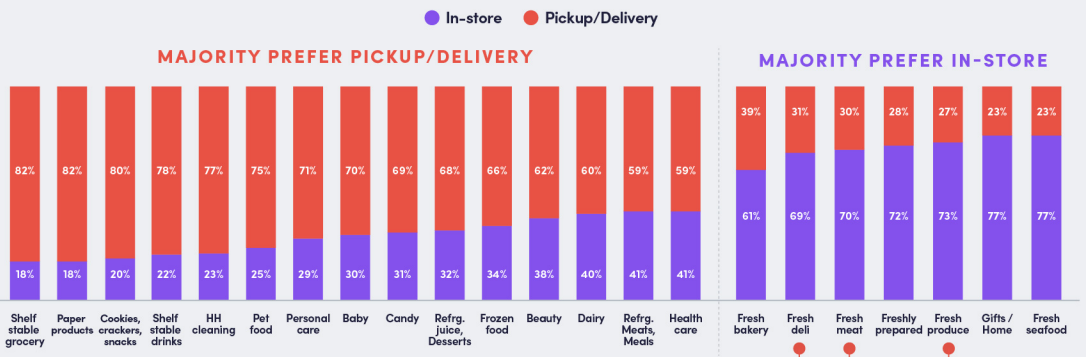


# SAY vs. DO: Understanding the omnichannel shopper



## BUYING FRESH PRODUCTS

What omnichannel shoppers SAY... they prefer buying "fresh" in-store



Source: 84.51° Real Time Insights, February 2023. Omnichannel shopper base.

What omnichannel shoppers DO... while they claim to prefer shopping deli, meat and produce in-store, they purchase them online at a similar level as dry grocery items

Source: 84.51° Stratum



## SPLIT OF IN-STORE AND ONLINE GROCERY SHOPPING

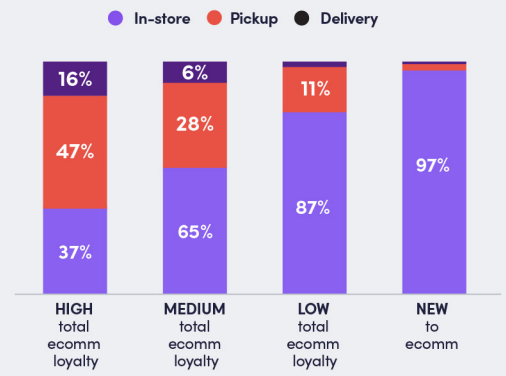
What omnichannel shoppers SAY... they lean towards shopping mostly online and sometimes in-store



Source: 84.51° Real time Insights, February 2023. Omnichannel shopper base.

What omnichannel shoppers DO... Even those most loyal to ecommerce still complete ~40% of their grocery trips in-store

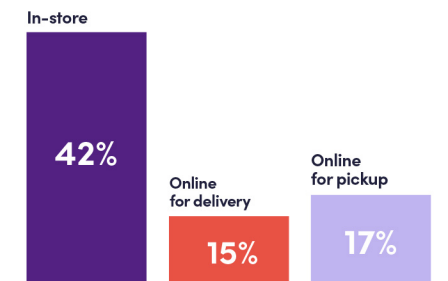
% of trips by modality and ecommerce loyalty



Source: 84.51° Stratum. 52 wks ending 3/18/2023. 104 wk. Continuous Panel. Total Store.

## PURCHASING NEW ITEMS

What omnichannel shoppers SAY... they're more inclined to purchase new items in-store



Source: 84.51° Stratum. 52 wks ending 3/18/2023. 104 wk. Continuous Panel. Total Store.

What omnichannel shoppers DO... Of the new items sales made by omnichannel shoppers in 2022...

