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# MYTHS & FACTS

## ABOUT PERSONALIZATION

### IN GROCERY RETAIL

Today's households are eating in increasingly personalized ways as they pursue individual aspirations for eating well, challenging the food shopping experience.

MYTH

## SHOPPERS WANT EVERYTHING PERSONALIZED

FACT

Shoppers aren't asking for differentiated treatment, but it may be a [plus](#).

They expect to [control](#) and do some of the work of [personalization](#); that's what they think shopping is.

They just want shopping to be [easier](#), with [flexibility](#) to meet their families' [changing needs](#).

MYTH

## PERSONAL EATING REQUIREMENTS MEAN SHOPPERS BUY FOR INDIVIDUALS RATHER THAN A FAMILY.

FACT

Families still want to eat together, and family meals require balancing among personal and shared needs and tastes.

Desires for [social cohesion](#) and parental goals for cultivating [healthy food habits](#) put hard limits on extreme eating personalization.

MYTH

## SPECIALIZED EATING HABITS ARE THE DOMAIN OF SPECIALITY RETAIL. MASS MARKET CANNOT COMPETE.

FACT

The stores shoppers rate most highly excel at the benefits of personalization.

- [convenience](#)
- [caring](#)
- [enabling the shopper to meet their needs](#)

Specialty stores find it easy to understand and make recommendations, but [they do not own these benefits](#).

MYTH

## DIGITAL PLATFORMS ARE MORE EASILY CUSTOMIZABLE, SO THEY SHOULD BE THE FOCUS OF PERSONALIZATION INITIATIVES

FACT

Digital should [amplify](#) rather than [replace](#) non-digital efforts.

Sharing personal data and supporting personal eating [require permission](#) and a [foundation](#) of existing [trust](#).