

U.S. GROCERY SHOPPER TRENDS 2021



Report's Key Findings

Shopping well now gives more emphasis on “being well,” including not just health and safety but also recreation and leisure.

Many **more adults** have become **comfortable using grocery ecommerce** and tend to give these experiences high marks for aligning with their immediate needs.

Digital is accepted as a medium for food discovery, but digital shopping has not yet tapped this promise. Instead, **shoppers remain hungry to return to shop in stores** to connect with new food experiences, people and the pleasures of food shopping.



Source: FMI's ***U.S. Grocery Shopper Trends 2021*** report, prepared in partnership with The Hartman Group. The report explores how the future of food retail will be colored by the pandemic – driven by shifts in the way consumers purchase groceries.