

**ONLINE VERSION**



## Cross-Channel Shopping Trip Missions

Consumers claim that they still go on their weekly or monthly stock-up trips to Grocery, Club, and, increasingly, Mass stores, but during the week the stock-up trip needs to be supplemented with fill-in trips to a variety of different Channels, depending on needs, occasions, forgetfulness, and in the case of immediate consumption, hunger and thirst. Consumers will also stop at several stores in one day.

Trip Mission	g	\$	c	m	d
Stock-up	47%	23%	50%	42%	29%
Fill-in	25%	23%	23%	21%	21%
Occasion-based	12%	8%	8%	14%	6%
Immediate Consumption	11%	21%	8%	7%	24%

- Club rules when it comes to stock-up with 50%.
- Almost even across the board for fill-ins, with most fill-in trips driven by proximity.
- Mass and Grocery lead in occasion-based consumption, which refers to holiday and event shopping.
- Drug is the most popular for immediate consumption with 24% highlighting the recent rise in snacking and the drug store as a venue for snack and beverage purchasing.

Source: [Shopping Topography](#) report, The Hartman Group, Inc. 2012

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