

FOOD SHOPPING LANDSCAPE 2015

How America's consumers shop for groceries

TRIPS



Sixty-one percent
Six in ten consumers shop at least **twice a week** for groceries.

52%

Percentage of consumers who shop two or more stores per trip

3 Average number of **channels** buyers shop per week



Fifteen
Number of grocery shopping visits a month

Source: [Food Shopping in America 2014 report](#), The Hartman Group & MSL GROUP

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