## HOW OFTEN AMERICA SHOPS FOR GROCERIES

Understanding shopping behavior requires understanding the daily routines of consumers and how shopping fits into those routines. Today's consumers think less about shopping per se than about what else they're trying to accomplish. Shopping occasions are no longer concentrated in the grocery store channel as, increasingly, they're integrated into the routines of everyday life. This is why we now find America's consumers shopping for groceries more frequently and across multiple channels.


