

Food and groceries: an online shopping snapshot.

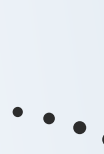
Consumer shopping behaviours evolved in the last 12 months, and now the pressure is on for retail industries to evolve with them.

When people everywhere were stuck at home, demand for online grocery shopping exploded. Today people have more choice, so what does this mean for this eCommerce sector moving forward?

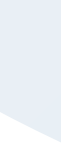
To find out, Adobe Commerce conducted research with consumers across EMEA who had purchased food and groceries online in the last 3 months – here's what we discovered.

Key takeaways: the stand-out consumer themes.

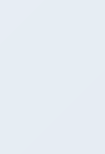
Online shopping confidence is increasing with a willingness to embrace the new.



Consumers are revisiting websites multiple times before purchasing.



Shoppers are becoming more mindful, meaning creating empathetic interactions is key.



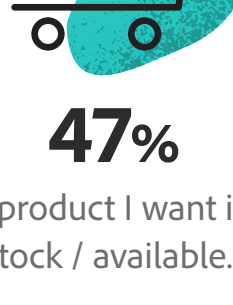
The reasons food and grocery consumers are hitting 'buy now':

What are the top purchase/repurchase factors?



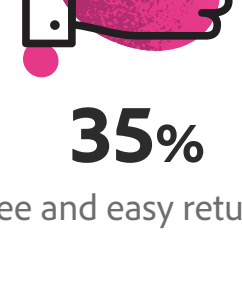
49%

Delivery speed / I can get my products as quickly as possible.



47%

The product I want is in stock / available.



35%

Free and easy returns.

What encourages a quick purchase?



49%

When I am notified that a product will soon be out of stock.



33%

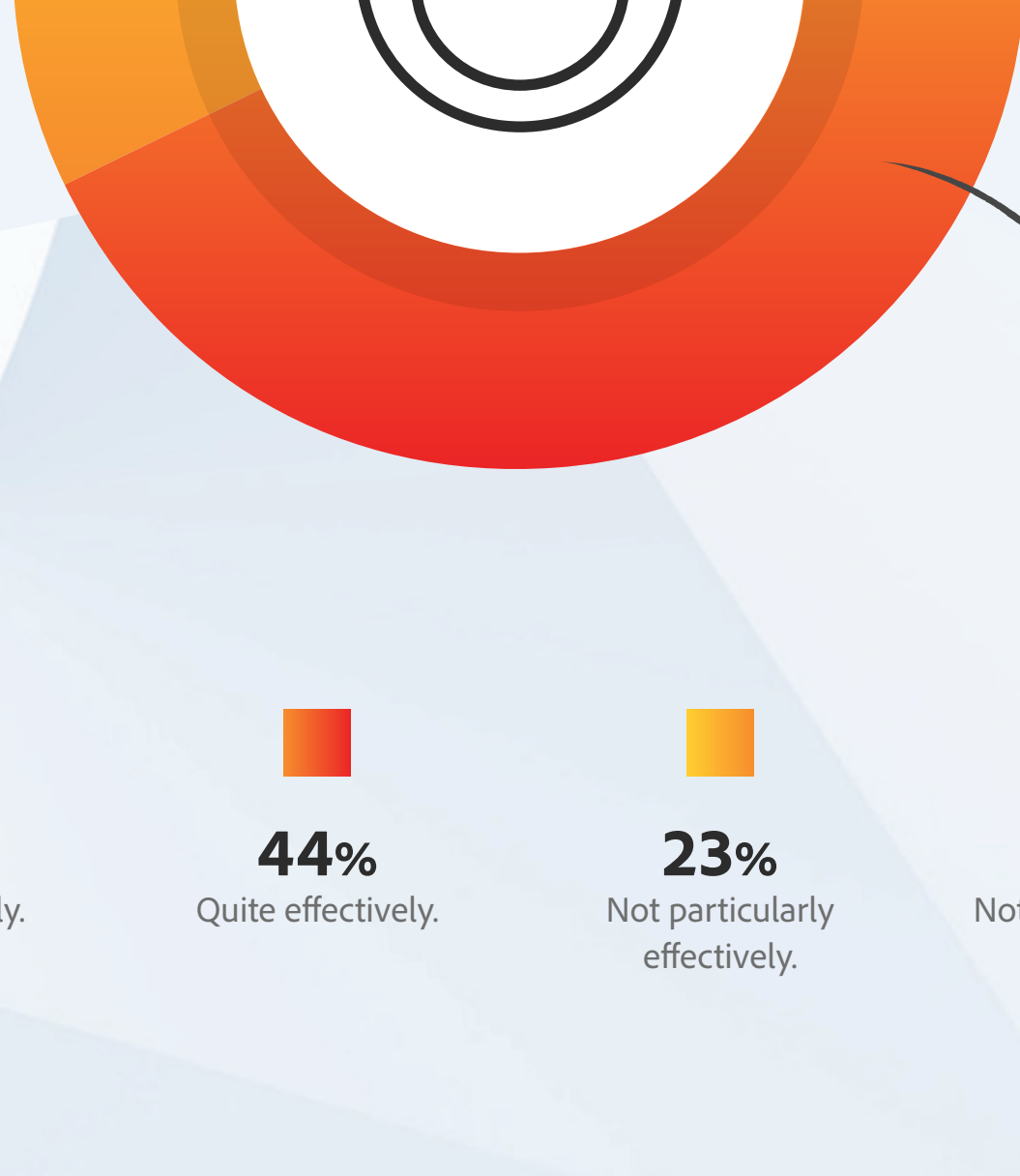
When a merchant notifies me of a sale / offer.



33%

When the website recommends products based on my purchase history.

The growing demands of online shoppers: how well are food and grocery retailers designing customer experiences?



With more choice online, consumers are wanting greater shopping experiences:

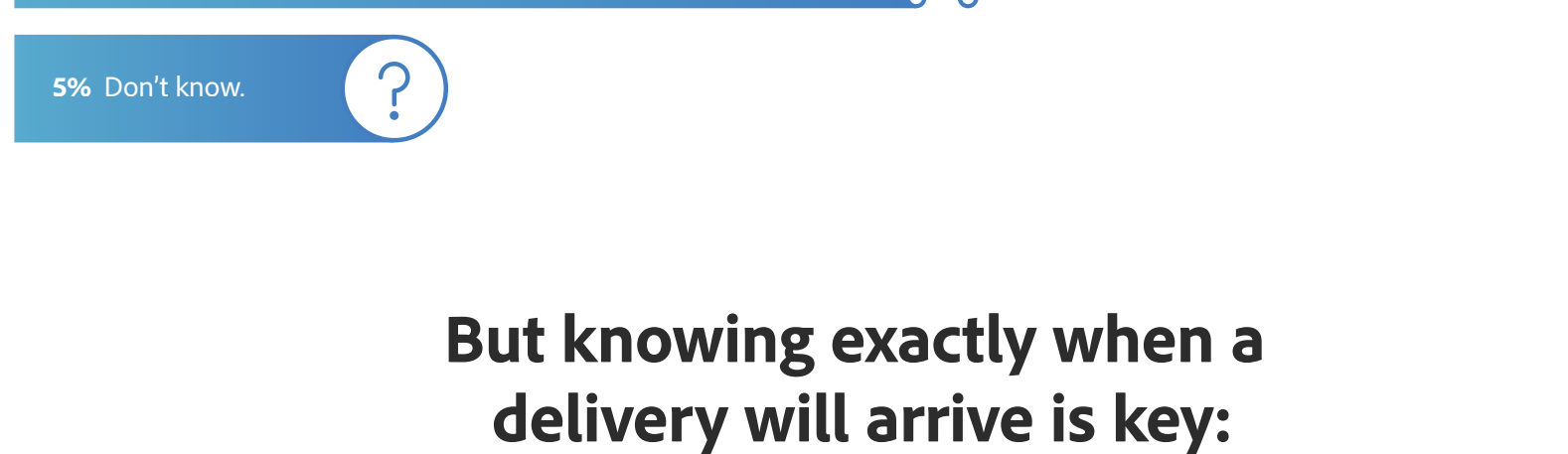
61%

visit a website more than once before making a purchase.

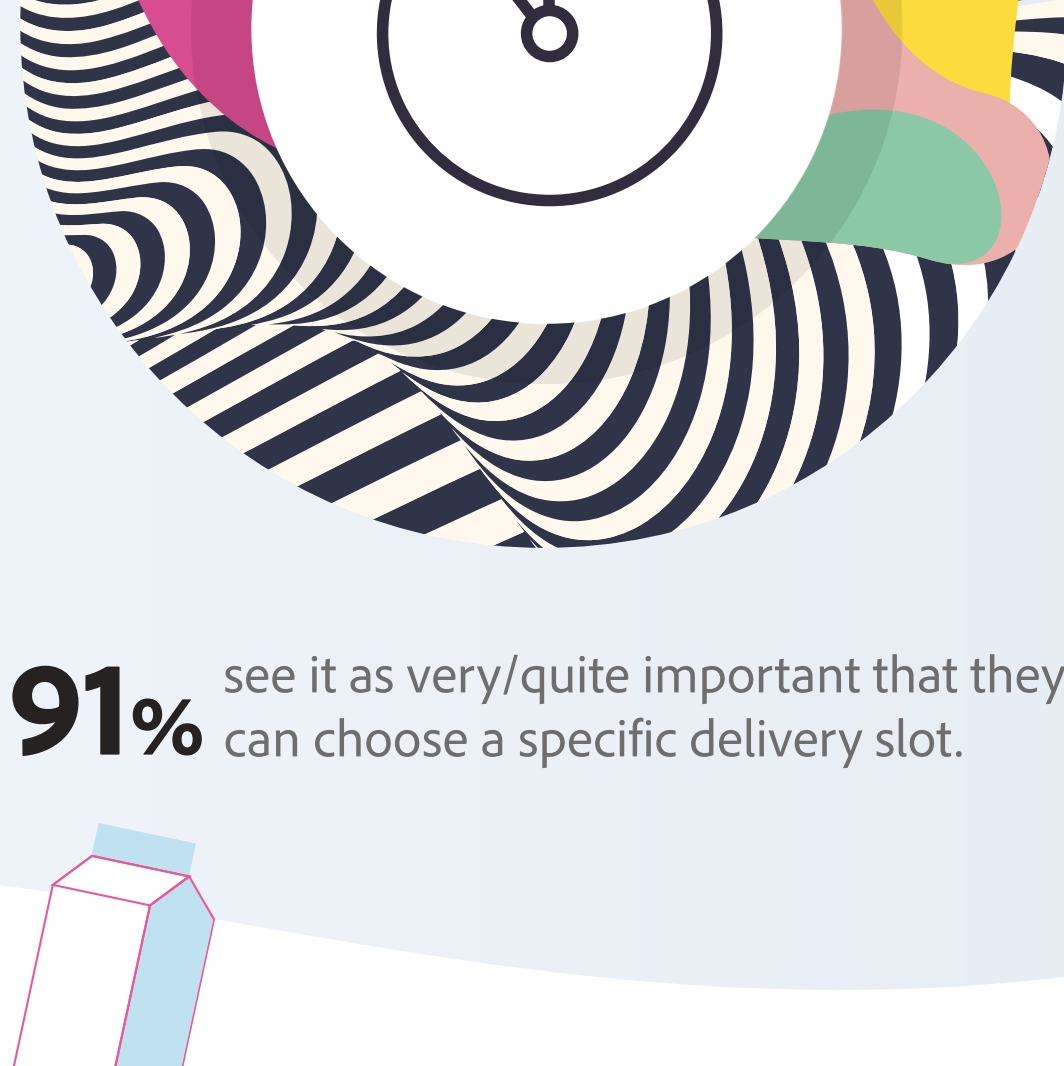


Less urgency for premium: consumers will wait longer for free food and grocery deliveries – or pick-up in-store themselves.

Preferred delivery options:



But knowing exactly when a delivery will arrive is key:



Eager to know more?
Adobe Commerce's latest research report provides retailers with a deeper look at the rapidly changing demands of consumers, along with advice on how to meet them.

[Read the report](#)

About the research

This research was carried out in October and November 2021. We interviewed 9,565 consumers, aged 18 and over, to find out how online shopping behaviours have changed in the last 12 months. Respondents were from 12 EMEA regions and had shopped online in the last 3 months.

About Adobe Commerce

Adobe Commerce, part of Adobe Experience Cloud, is the leading commerce solution for merchants and brands across B2C, B2B and hybrid use cases and was named a leader in the 2020 Gartner Magic Quadrant for Digital Commerce and 2020 Forrester Wave for B2B Commerce. Adobe Commerce, powered by Magento, boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences.

Adobe Commerce is the #1 provider to the Digital Commerce 360 Top 1000 online retailers for the tenth consecutive year and the Top 500 Guides for Europe and Latin America. Adobe Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and a robust eCommerce marketplace for extensions available for download on the Magento Marketplace.

For more information, visit business.adobe.com