We’ve recently conducted a study of UK respondents to delve into the various types of shoppers in the UK and what drives them to shop, and what motivates them to try something new.

A few things were common across all profiles: all respondents agree with the assessment that the way they shop today is different than the way they shopped ten years ago.

How do you primarily shop for your groceries?

- **83%** In store
- **13%** Order online for delivery
- **4%** Order online for pick up

What prompts you to try new products?

- The packaging: 3%
- The proximity to products I usually buy: 6%
- A lower price than the product I usually buy: 46%
- A friend’s recommendation: 16%
- Reading about it in an article, online or in print: 11%
- Seeing and advertisement for it: 12%
- Something else: 5%
- I never try new brands or products: 1%

Do you use food, recipe, or grocery related apps?

- **23%** Yes
- **77%** No

The way I shop for groceries is different than it was 10 years ago.

- **39%** Strongly agree
- **46%** Somewhat agree
- **11%** Somewhat disagree
- **4%** Strongly disagree

What do you primarily look for on packaging when you purchase products at the grocery store?

- 31% Organic claims
- 22% Nutritional claims
- 19% Added benefits
- 10% Flavour/Taste promises
- 8% Value promises

38% The things that I’m looking for when I shop for groceries (organic, nutrition concerns/claims)

33% Both equally

29% The way I physically receive my groceries

*Based on 200 UK respondents*