

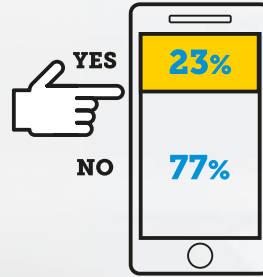
We've recently conducted a study of UK respondents to delve into the various types of shoppers in the UK and what drives them to shop, and what motivates them to try something new.

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?**



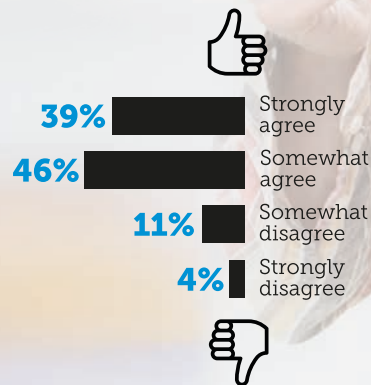
**Do you use food, recipe, or grocery related apps?**



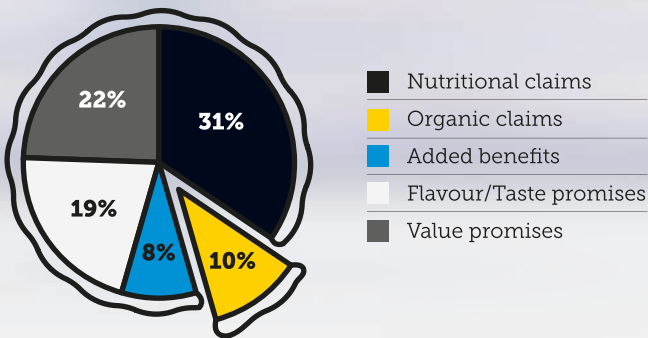
**What prompts you to try new products?**



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



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



**What is the biggest difference from 10 years ago?**

**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

