In-store’ is still by far the most common way to buy groceries in both countries. Yet online grocery purchases are more common in the UK compared to the US.

### Path to purchase - the future

**Usage of in-store digital is twice as high in the US relative to the UK**

**Storefront interactive experience is also more common in the US versus the UK**

In-store digital is especially common in the US for grocery shopping; nearly half of Americans (44%) surveyed have experienced this medium.

In both countries, the most effective way to improve online/mobile shopping experience would be to shorten delivery time and to provide more detailed product descriptions.

### Products purchased via direct sales

**US respondents are nearly twice as likely as UK respondents to have purchased a product via direct sales**

### Privacy implications

Nearly 7 in 10 (68%) in both countries would be concerned about privacy implications of receiving offers on connected devices.

### Friends/family are the most trusted source for product recommendations in both countries

### We studied the following categories

- **Grocery, food & drinks**
- **Shoes**
- **Clothing**
- **Appliances**
- **Personal and oral care items**
- **Cosmetics / perfume**
- **Travel**
- **Tech / pc / phone accessories, etc**
- **Insurance**

Trend is most likely to be purchased ‘online’ among all the categories we studied.