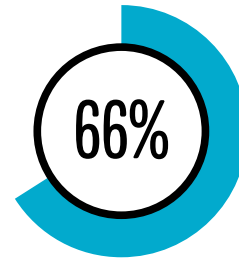


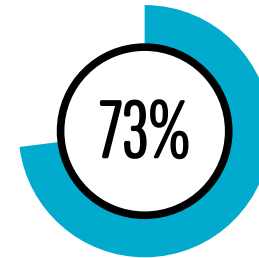
GROCERY INSIGHTS 2020

S4M 

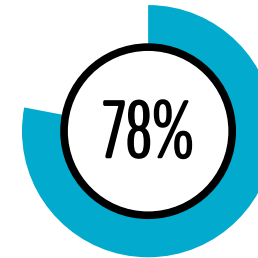
According to data from [eMarketer](#) and [Braze](#), consumers said they still plan to go in-store for food and beverages:



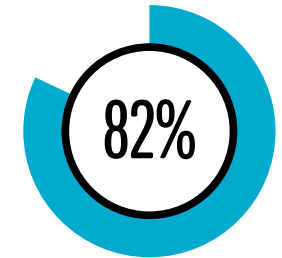
GEN Z
(AGE 18-23)



MILLENNIALS
(AGE 24-39)



GEN XERS
(AGE 40-55)



BABY BOOMERS
(AGE 56-74)

70% of shoppers say the ability to shop in a store is important when deciding which brand or retailer to buy from



Overall average dwell time = **10** MINUTES

Grocery consumers are traveling less than 6 miles on average, with some consumers traveling as much as 10 miles to shop.

