

Creating a Seamless, Supportive Omnichannel Experience to Boost Produce Sales



Today's grocery consumers expect more from their shopping experiences. It's no longer enough to offer an in-store experience and a separate online experience. Instead, retailers must deliver a seamless experience that works across multiple channels. Today's omnichannel shoppers want to shop in the most convenient way possible, no matter their location, and they expect the connection between the physical and digital experience to be frictionless. The online grocery market is becoming so important to shoppers that it is forecast to go from \$1.4B in 2020 to \$117B by the year 2023 according to Business Insider Intelligence.

To better understand omnichannel shopping expectations, Robinson Fresh® conducted primary research of online grocery shoppers and identified some key considerations to help retailers drive growth.

Getting to know the omnichannel grocery shopper

64% buy groceries online due to convenience



Respondents are time-starved, tech-savvy shoppers looking for an efficient way to get what they need. The less brick-and-mortar visits, the better. The majority of online shoppers are from the suburbs (46%), where convenience is coveted.

41% want purchases delivered to their home

- 41% delivery
- 36% pickup
- 23% choose a combination



Delivery is most common among suburban shoppers (46%), followed by urban shoppers (40%) and lastly rural shoppers (14%).

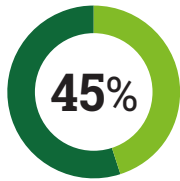
49% of weekly online orders include produce



Women are more likely to shop online weekly (55%) versus men (44%). Also, women are more likely to include produce in their order (35% for women vs. 29% for men).

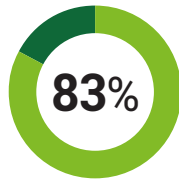


Create ease and reliability with your online experience



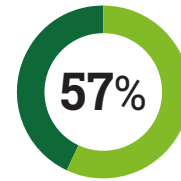
Use a mobile device to shop online

As expected, this percentage is higher for younger age groups—shoppers younger than 35 use their mobile devices to shop more than 58% of the time. **Ensure your online experience is optimized for mobile usage.**



Desire easy reorder functionality

71% don't use an app that remembers their shopping list on site and consumers wish for this benefit. **Allow customers to easily reorder previously purchased items.**



Believe reviews are important

Trust is important for the majority of people who shop online, reviews being one of the most important. The age of shoppers also matters as younger shoppers rely more heavily on product reviews. **Build trust through reviews, education, and branding.**

A consistent experience across channels is key to building shopper loyalty

Prices need to match—

80% expect price consistency across channels

When online prices do not match prices in-store, shoppers feel cheated. To avoid inconsistencies, consider adding service charges rather than increasing product prices to cover additional handling costs.

Assortment matters—

67% want the same browsing experience online as in stores

Organize produce items in an online environment in the same way you do in stores. To elevate the experience, add custom filters for organics, specialty diets, and cuisine types for even easier shopper navigation.

Promotions work—

90% would like to know when produce items go on sale

77% of online shoppers want to see the same types of promotions online that they see in stores. Retailers can benefit from leveraging “buy one, get one” offers, coupons, and other promotions across channels.



75% of respondents said they would like to receive daily notifications about sales—these notifications could easily connect them to a deal at a nearby store.



How to engage with your shoppers online



Suggest products that similar shoppers have purchased to mimic word of mouth referrals.

- **58%** of Hispanic shoppers have gone out of their way to refer a specific grocer to friends or family when they find a great selection of Hispanic items.
- **49%** of online shoppers said they were interested in samples that others with their similar tastes tend to purchase.

A picture is worth a thousand words. Online produce pages featuring products must showcase the items from different angles to show product quality and detailed item descriptions to reinforce that quality. Best-in-class product pages showcase product information through:

- **FLAVOR PROFILES**
- **ORIGIN INFORMATION**
- **APPROXIMATE SIZE**
- **INSTRUCTIONS FOR CUTTING AND PREPARING**
- **NUTRITIONAL FACTS**
- **RECIPE IDEAS**

Create a personalized connection with your shopper

Find innovative ways to directly connect with your shoppers. Omnishoppers are more comfortable buying produce if they know it was expertly picked out in accordance with their personal standards. Communication tactics for achieving this include:

The ability to leave comments (ex: ask for specific ripeness)

Be offered a substitute if something is out of stock

Ask the produce department manager a question



62% would like to chat with an online nutritionist



3 ways to differentiate your omnichannel shopping experience

1

Build trust and demonstrate quality

Offer pertinent product knowledge to build trust with your shoppers and help overcome the hurdle of buying produce online. Ensure product information is relevant to the purchase decision, like size, quantity and origin.



2

Provide reliability and communication

Give shoppers tools to direct the trip and methods to communicate so that even if the in-store shopper is new or unfamiliar with produce, the customer will still be happy with ripeness, substitutions, and other personal preferences.



3

Utilize profiles and preferences

Personalize the online experience by leveraging prior shopping activity. Offer easy-reorder, suggest additional products from similar shoppers, and showcase relevant promotions based on unique profile characteristics.



About Robinson Fresh

Robinson Fresh is the fresh produce sourcing and supply chain services division of C.H. Robinson, one of the world's largest logistics platform. As one of the largest fresh produce distributors in the world, Robinson Fresh helps grow and manage customers' complex fresh produce businesses through its global suite of products and services. For more information about Robinson Fresh, visit www.robinsonfresh.com.

About the Survey

In October 2019, Robinson Fresh conducted a primary research survey of U.S. shoppers who have purchased groceries online. This is one survey of several conducted by Robinson Fresh that contributes to the company's information advantage, driving smarter solutions for businesses through experience, data, and scale.

Let's talk fresh

To discuss Robinson Fresh's capabilities, please reach out to **855-350-0014**
For more information, visit robinsonfresh.com or blog.robinsonfresh.com

