

Deep Dive Results

Grocery Shopping

In February 2020 we were hungry for our Urbanites' opinions on food and drink shopping! In our grocery shopping survey we asked about things such as top-up shopping habits and changes to the types of food and drink purchased. Here's a snapshot of what they told us...



Grocery shopping responsibility...

58% are responsible for the majority of their household's food and drink shopping whilst **32%** share the responsibility with someone else.



Grocery shopping routine...

There are many ways to grocery shop, from in-store to online, main shopping to top-up shopping. Here's how our urbanites shop during an average week...



Convenience shopper reasons...

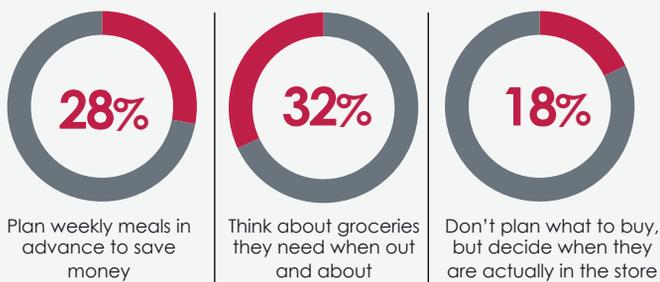


Grocery shopping retailers...

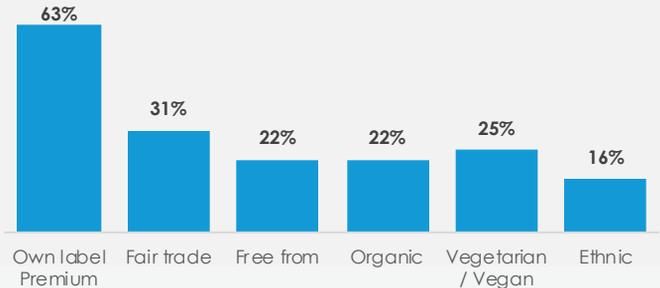
65% So their main weekly shop at a Tesco Extra or superstore whilst **72%** also do their top up shop here



Grocery shopping habits...



Product types bought in the last month...



GREENER GROCERY

38% are paying more attention to whether or not their food packaging can be recycled vs. last year.

HEALTHY HABITS

34% are checking the calorie / fat content of food and drink before buying more so than last year.

OWN LABEL PURCHASING

23% are buying more products from supermarket mid-range own label compared to last year.