



# A shift in behavior

## Why grocery shoppers are going digital

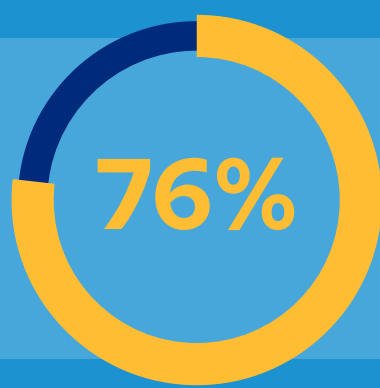
The pandemic has changed the way many people buy their groceries. With the rise of online shopping, grocery customers crave ease, affordability & speed, now more than ever.

Is your business ready?



### Changing consumer preferences

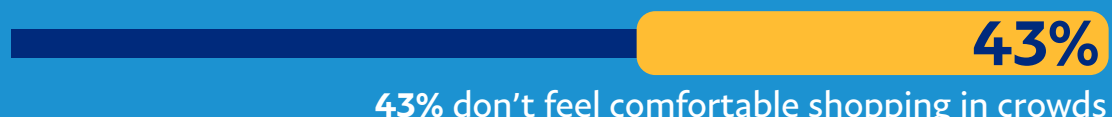
The way consumers shop is helping accelerate digital growth in the grocery sector. Of these online surveyed shoppers...



76% have purchased groceries online for home delivery or BOPIS



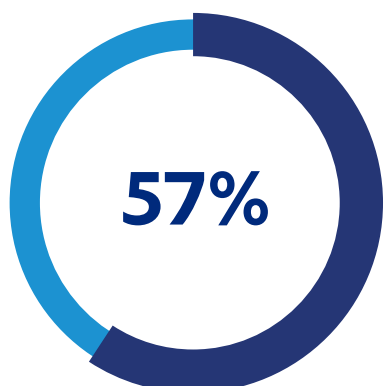
49% feel shopping online for groceries helps save time



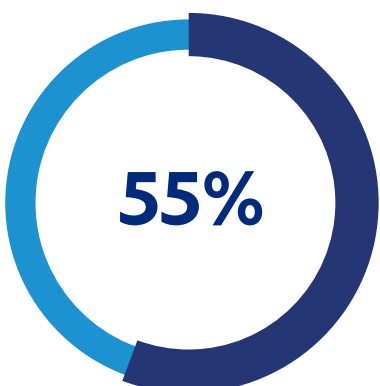
43% don't feel comfortable shopping in crowds

### A new type of shopper

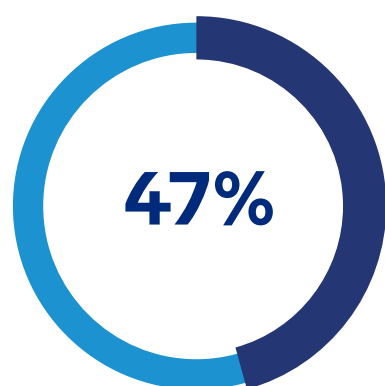
They are more budget-conscious



purchased store brands because they are offered at a cheaper price



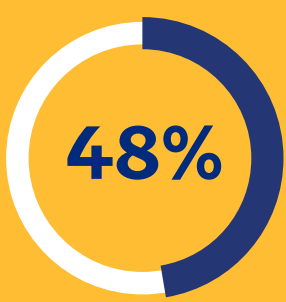
tend to consolidate purchases into one large order to minimize spend on delivery fees



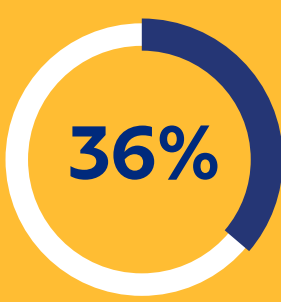
started using coupons and discounts services a lot more



### Healthier & eco-conscious



choose products that are sustainably sourced & environment-friendly



prefer to shop where there are more organic food choices



### Customer-focused payment options



**ONE IN FIVE** surveyed shoppers tried to make online grocery purchases, but the websites/apps would not accept their preferred payment method

Among those surveyed shoppers, the **TOP 3 MODALITIES** to pay for groceries online are:



61%

used credit cards



44%

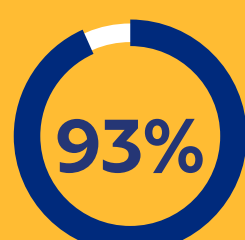
used debit cards



16%

used PayPal

approximately 4x more than Apple Pay



of those who used online payments, will continue doing so in the future.



Offering different payment options will help **reduce** cart abandonment and **increase** conversion.



### Secure checkout and lower fees can help attract online customers

Removing barriers for those who don't currently shop online for groceries can help unlock meaningful e-commerce growth.

79%

who don't shop online for groceries say delivery fees are too high



52%

worry about making online payments & sharing their financial information

## Put the world of PayPal to work for you

PayPal can help you acquire, convert, and retain more customers

[Learn More](#)

Survey conducted by Maru Group, commissioned by PayPal, October 28th – November 5th, 2021. This was an online survey among 1,000 participants in the US, who were household decision makers who ordered their groceries online and/or ordered meal kits or food online from restaurants.