

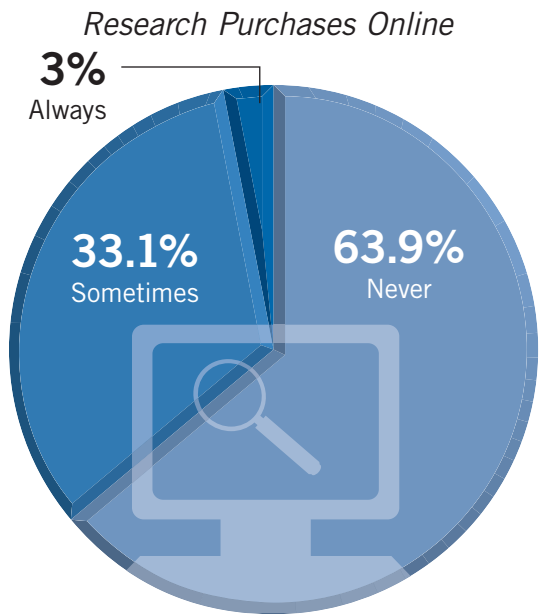
# DATAPOINTS

## Digital Tools Support Shopping Plans

Shoppers are increasingly using digital tools to research their grocery purchases before and during their trips to a store, according to a new survey of 570 consumers from KSC Kreate, Hollywood, Fla. Before going to the store, 36% of consumers research grocery purchases

online, most often to find coupons, competitor pricing and recipe ideas. One in three grocery shoppers use a mobile device in-store to look up recipe ideas, coupons and other info.

SOURCE: KSC Kreate



76%  
of shoppers  
purchase  
between one and  
five items not on  
their list

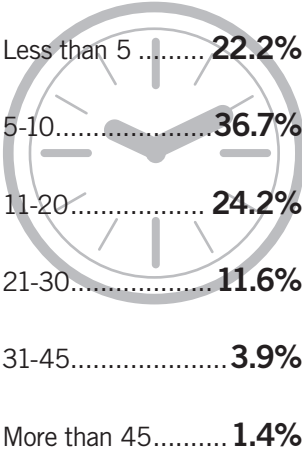
## Coupons Top Online Searches

(Consumers ranked from 1 to 5, most searched for, to least searched for)

Coupons	1.8
Competitor Pricing	2.4
Recipe Ideas	2.5
Nutritional Information	3.8
Recipe Videos	4.2

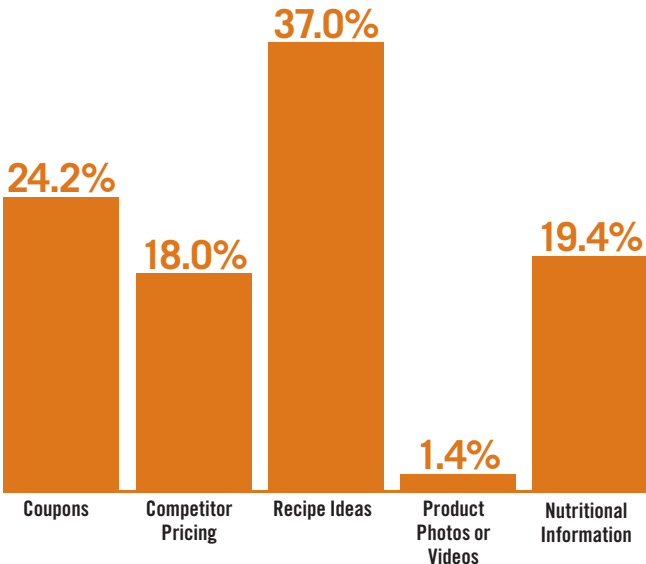
## Time Spent Researching Online

(in minutes)



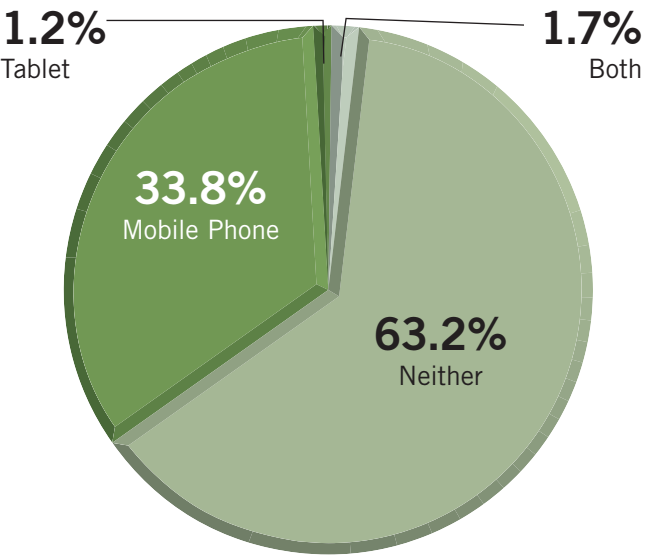
## Recipe Ideas Top Mobile Searches

(Info most sought on mobile in-store)



75%  
of shoppers make a list before going to a grocery store

## Mobile Devices Used In-Store



Grocery shoppers are online savvy, and it's important for brands to provide compelling content on the channels they are using.

DIANA UDEL, executive producer, KSC Kreate