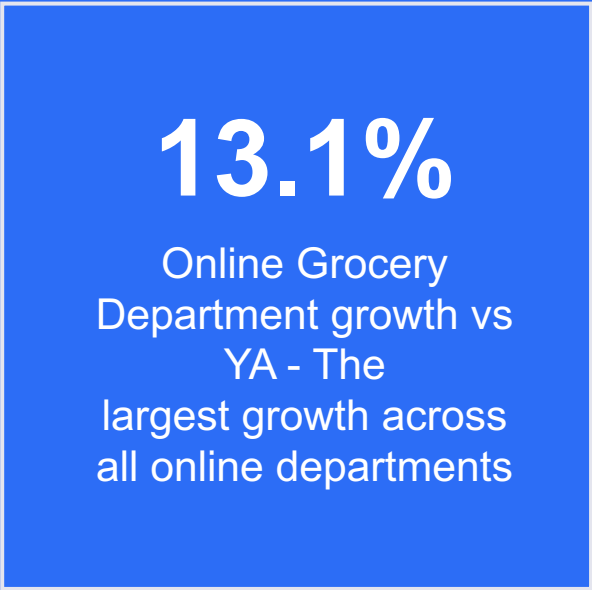


Online Shopping Dynamics in the Grocery Department

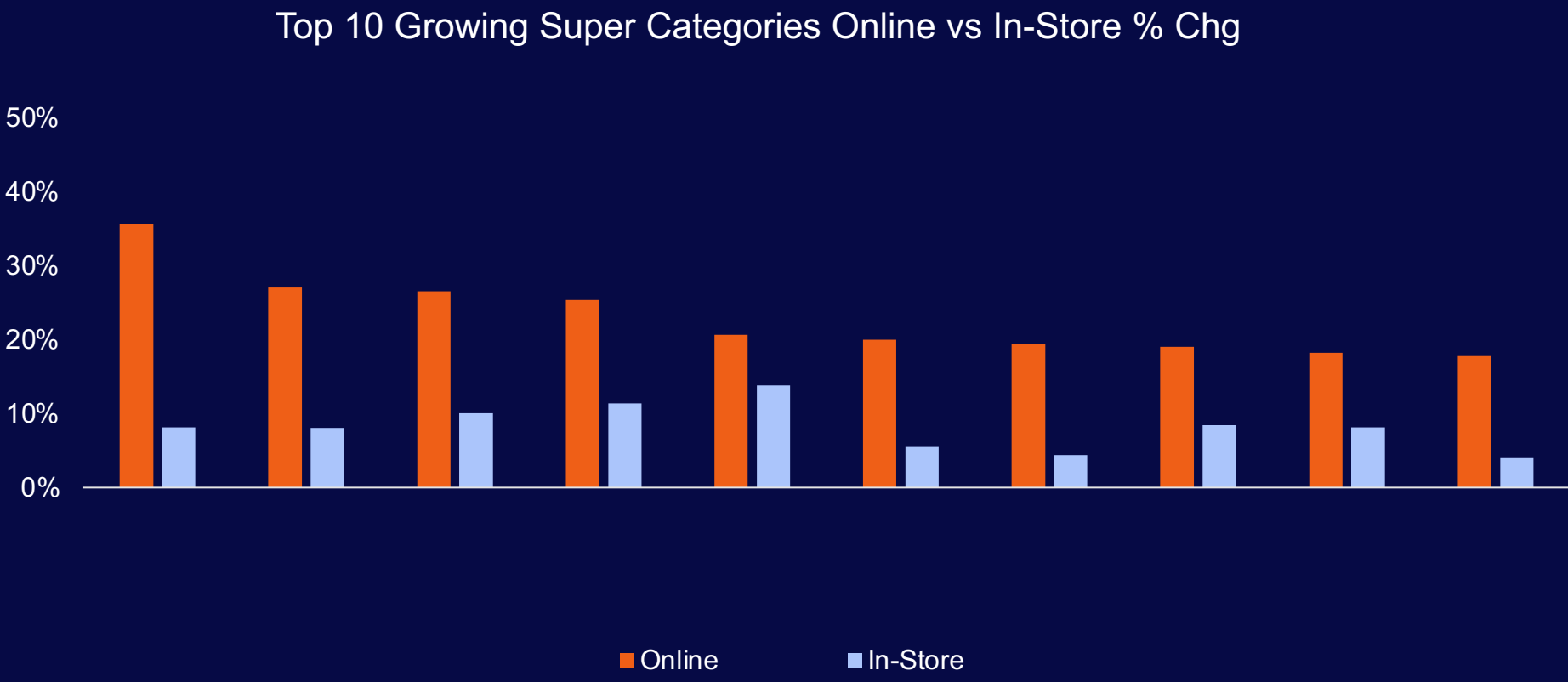
*In the last 3 years, the **Grocery Department** has grown its **Online Sales by nearly 39% (2x In-Store)***



Online Grocery Sales peak during winter months and winter holidays



Fruit Snacks are growing 36% Online vs 8% In-Store



Key Takeaways



- Understand timing of spikes in Online Grocery Sales to capitalize on traffic and maximize ROI during Q4 and Q1.
- Know which categories are growing Online within the Grocery Department and how the impact can potentially drive more volume for your product
- Bring data to your retailer partners to optimize online strategies and develop win/win outcomes

Reach out to your NIQ representative to learn how Omnisales data can help you gauge your brand’s in-store AND online growth and opportunities.



Scan the QR code for more Grocery related insights