

36%

SHOPPERS SPEND
LESS TIME IN STORE,
SMALLER
BASKETS
(FROM AN AVG 17MIN->8MIN)



THE AVERAGE
SUPERMARKET
CARRIES
3X MORE SKUS
THAN THEY DID IN THE 90'S



ONLY
28%
VISIT BEVERAGE
AISLE

2/3
OF SHOPPING
DECISIONS
ARE MADE
IN STORE

