ONLINE GROCERY EXAMPLE CATEGORY TOPLINE REPORT

MAT TO JUNE 2026

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Shopper Intelligence
Understand. Influence. Lead.

WHAT
shoppers are doing
Loyalty
Scan
Panel
Shopper
Intelligence
HOW
& WHY
they do it

CONTENTS

1 HOW TO APPLY THESE INSIGHTS

2 CATEGORY ESSENTIALS

3 ECOMMERCE SHOP & SEARCH

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CONTEXT
HOW TO APPLY

This report shows you how shoppers buy the category when shopping online. Each measure is ranked against all other categories online.

To improve performance and grow sales:

- Leverage the high ranking measures, and the over-indexes in green.
- Beware of the under-indexes in red. They represent gaps in delivery, or elements that are less relevant to your shoppers.

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CATEGORY ESSENTIALS

How do shoppers approach your category online?
Shape your strategy around the core growth drivers

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TRAFFIC & SPEND STATEMENTS

TRAFFIC
(encourages shoppers to come to the site)

Main reason I go shopping	One of the main reasons I go shopping is to buy CATEGORY
Don't want to run out	I don't want to run out of CATEGORY
Retailer does well (loyalty)	One of the reasons I go to RETAILER is because it does CATEGORY particularly well
Promotions encourage shopping	Promotions/specials in CATEGORY encourage me to go shopping to RETAILER

SPEND
(encourages shoppers to spend more in the site)

Often buy extra	I'm often persuaded to buy extra CATEGORY in RETAILER e.g. by special offers
Don't mind paying more	I don't mind paying a bit more for some types of CATEGORY in RETAILER for better quality/ something different
New & Different: Buy More	I might sometimes buy an additional item in CATEGORY because I want to try something new or different
Buy because I feel like it	I sometimes buy CATEGORY just because I feel like it at the time

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CATEGORY ROLE DETAIL

CATEGORY X | TOTAL ONLINE GROCERY | MAT TO 2026 Q2

Agreement Statements (Net Agree) on shopping for CATEGORY in RETAILER

Net Agreement
NF: % Agree 4,5 minus % Disagree 1,2

Rank (of 116) | **n=402** | 99% | 90% | < 90% | 90% | 99% | < N

Benchmark:
Total Online Grocery (All Categories)

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CATEGORY IMPORTANCE AND PERFORMANCE MEASURES

	Factor Summary	Measurement Statement	Categories ranked
Price	**Price**	The prices are great on the CATEGORY products I buy in RETAILER	116
	Fixed low price	I can consistently rely on a fixed low price in XXX in RETAILER	116
	Identify Value	Easy to identify what's the best value for the money in CATEGORY	116
	Offers	I often find good special offers on the CATEGORY products I want to buy in RETAILER	116
Product	**Premium**	When I buy premium CATEGORY products in RETAILER, I really notice the difference	116
	Quality	The quality of the CATEGORY products I buy is great in RETAILER	116
	Healthy Choices*	There are a good range of choices that are better for my/ my family's health & well-being in CATEGORY in RETAILER	91
	Authenticity*	I am able to buy CATEGORY in RETAILER made in a particular place or in a particularly authentic way	116
	Fresh*	The freshness of CATEGORY is excellent in RETAILER	30
	Sustainability	CATEGORY does minimal harm to the environment and is made/sourced ethically	116
	Australian	I am able to buy Australian made or sourced CATEGORY in RETAILER	116
Assort-ment	**Innovation**	There are often appealing new ideas in CATEGORY in RETAILER	116
	Range	RETAILER has a good range of CATEGORY products	116
Execution	**Layout**	After I've found CATEGORY in RETAILER, I can easily find the type of CATEGORY I want	116
	Location	It's easy to find where CATEGORY is located in RETAILER	116
	Enjoy	It is quite enjoyable and/or interesting to shop for CATEGORY in RETAILER	116
	OOS	RETAILER is rarely out of stock of my preferred choice in XXX	116

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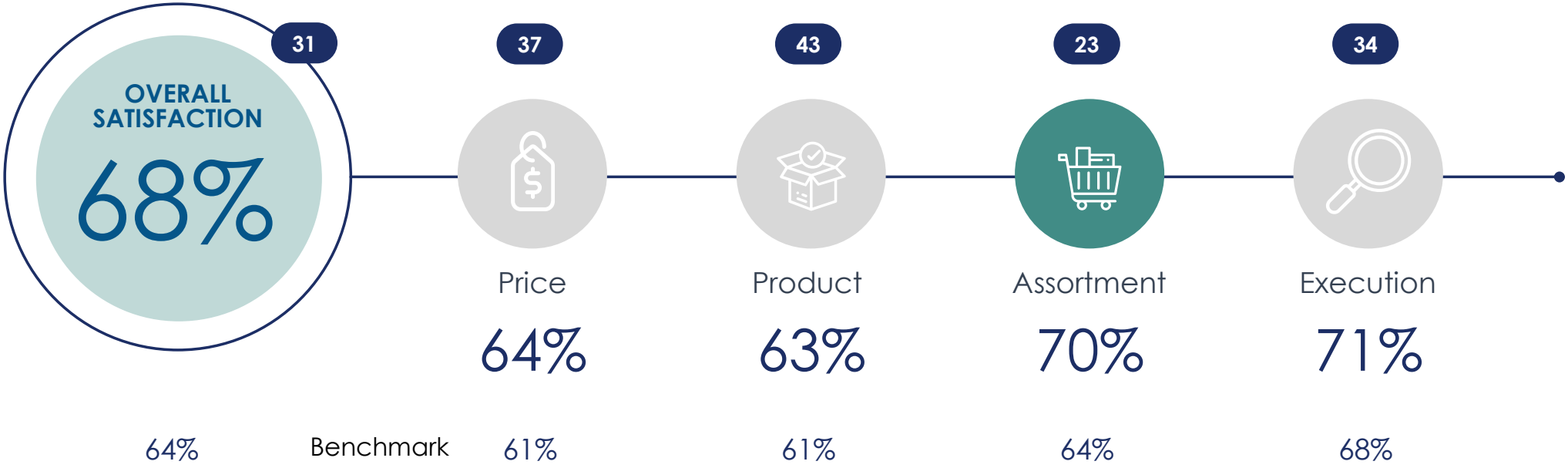
OVERALL SATISFACTION

CATEGORY X | TOTAL ONLINE GROCERY | MAT TO 2026 Q2



The Overall Satisfaction Score is the average of satisfaction ratings on the various statements, weighted by their importance.

Rank (of 116) | n=402 | 99% | 90% | < 90% | 90% | 99% | < N

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IMPROVEMENT OPPORTUNITY STATEMENTS

Factor	Statement
INNOVATION	Introduce **new** products
LAYOUT	Improve how the products are **laid out and positioned on website** so it's easier and quicker to shop
SIGNAGE	Make it easier to **search or sort** on the site so it's **easier** and quicker to find the product I want
PACKAGING	Improve the **size or type of packaging** so it's more relevant to my needs and easier to shop or consume/use
THEATRE	More **ideas/inspiration explanation** on the website
RANGE	Improve the product **range** available on the website
INFORMATION	Improve **information** on the website to help me choose
PRODUCT DETAILS	Product **image/information** on the page to help me understand
AVAILABILITY	Ensure the specific product I want is **available -** I don't want a replacement.

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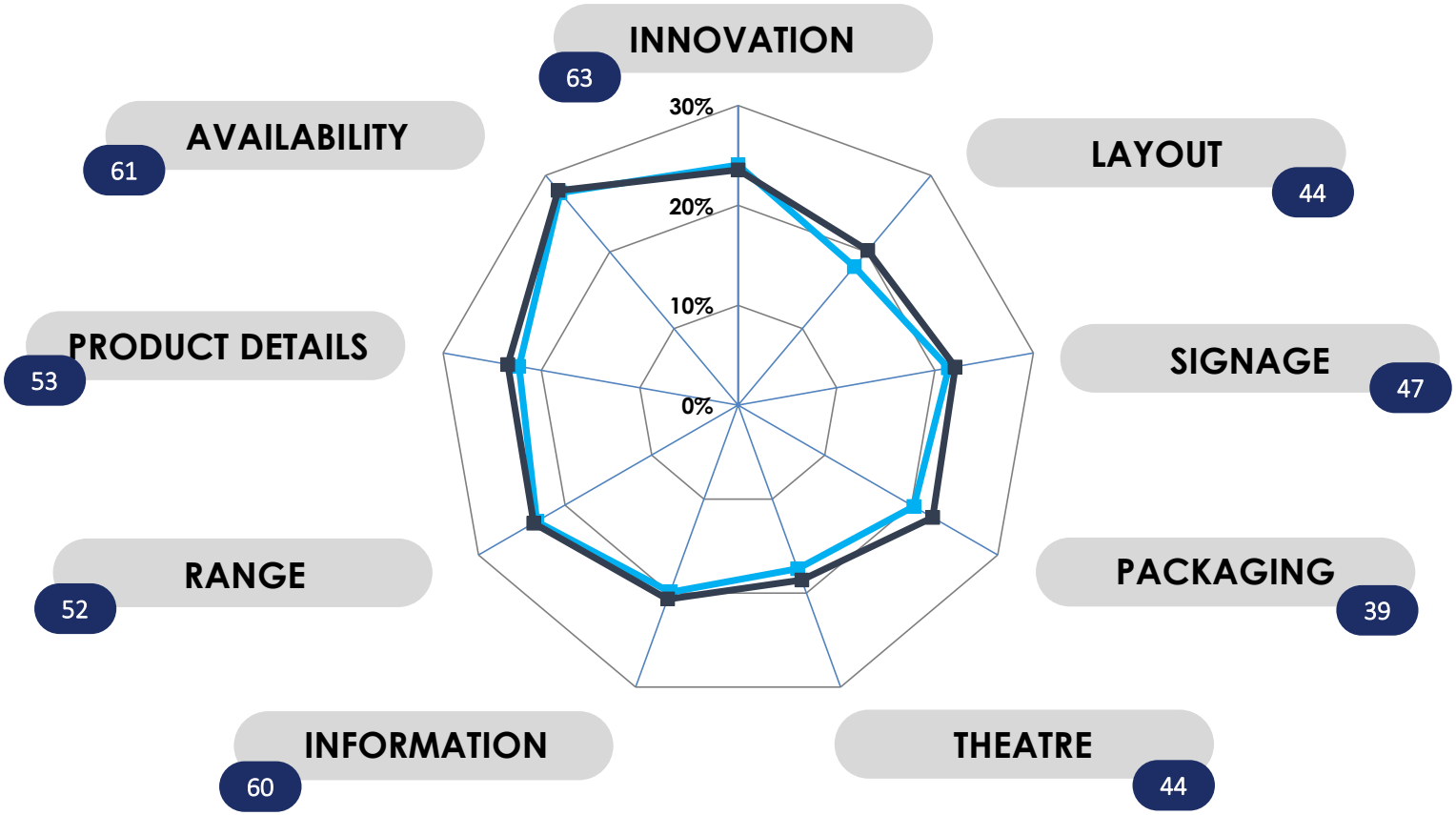
DESIRED IMPROVEMENTS

CATEGORY X | TOTAL ONLINE GROCERY | MAT TO 2026 Q2

Red colour indicates **LESS** improvement desired than average.

Green colour indicates MORE improvement desired than average.



If you had to improve CATEGORY in RETAILER, which ones would you choose?

% of Shoppers | Rank (of 116) | 99% | 90% | < 90% | 90% | 99% | < N | Category X | Total Online Grocery (All Categories)

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PURCHASE TRIGGERS
DEFINITIONS

Short Description	Question Text
Planned	Planned to buy before entering the site
Planned - No promo trigger	Planned - No promotional trigger
> Planned - No promo trigger - Regular purchase	It was just part of my routine shop/stock up; I had run out
> Planned - No promo trigger - Particular use	I needed it for a particular occasion or purpose
> Planned - No promo trigger - Requested	Someone had recommended it to me; Someone in my house asked for it
> Planned - No promo trigger - Try for a change	I decided to try it for a change
Planned - Promo trigger	Planned - Promotional trigger
> Planned - Promo trigger - Catalogue	I was attracted by promotions. Coupons or offers in the RETAILER magazine
> Planned - Promo trigger – Attracted by advertising /offers	I was attracted by TV, Posters, or magazine advertising by RETAILER
> Planned - Promo trigger - Seen online	Online article or video advertising for a brand of CATEGORY; Online review/ social media post or blog; Seeing CATEGORY in another online store
> Planned - Promo trigger - Seen elsewhere offline	I saw some information in a store
Unplanned	Decided to buy only once I was on the site
Unplanned - No promo trigger	Unplanned - No promotional trigger
Unplanned - Promo trigger	Unplanned - Promotional trigger
> Unplanned - Promo trigger - Price_Specials	I was attracted by Promotions on the site; It was the cheapest available
> Unplanned - Promo trigger - Display	There was a display; It caught my eye on the site
> Unplanned - Promo trigger - Info on site	I was inspired by information/ideas on the site
> Unplanned - Promo trigger - New	I decided to try it for a change; I had not seen/tried this product before

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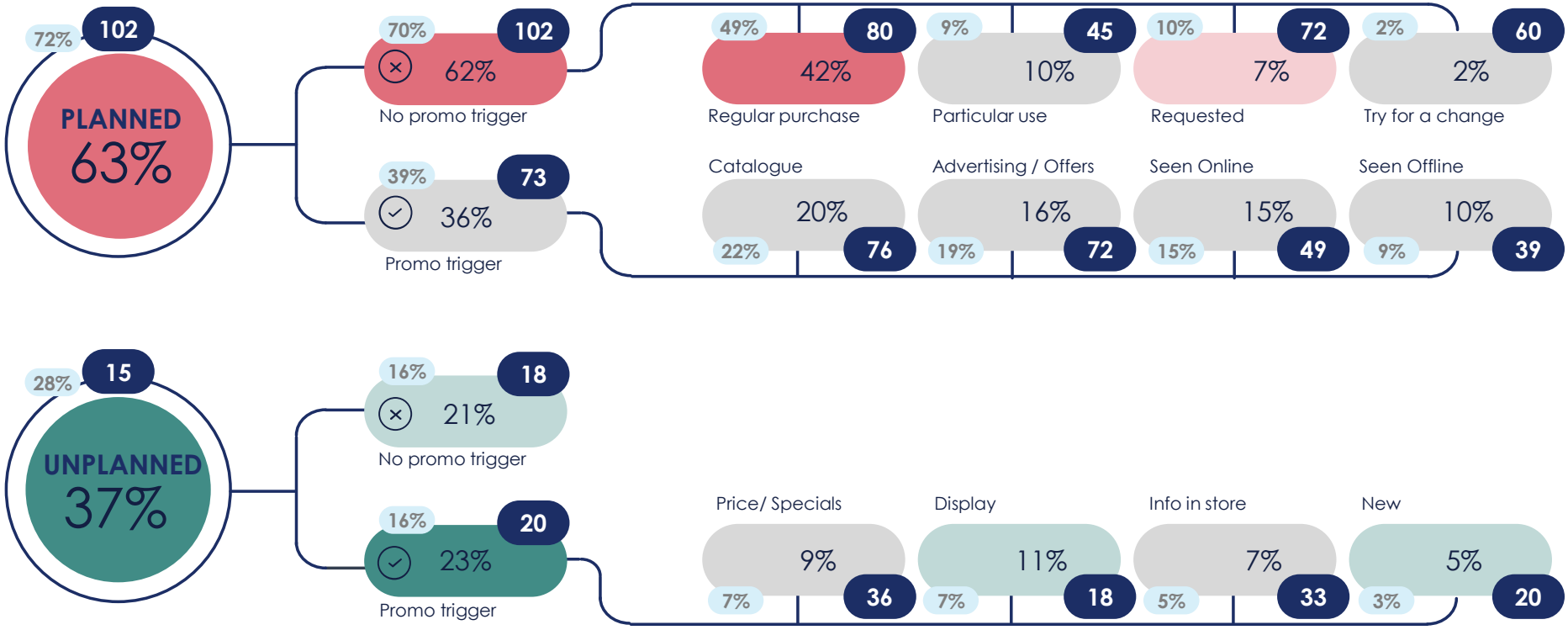
PURCHASE TRIGGERS

CATEGORY X | TOTAL ONLINE GROCERY | MAT TO 2026 Q2



Did you specially plan to buy CATEGORY before you went to the store? What were the main reasons you planned / decided to buy CATEGORY on this occasion?

% of Shoppers | Rank (of 116) | n=402

99% 90% < 90% 90% 99% < N

Benchmark: XX%
Total Online Grocery (All Categories)

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ECOMMERCE

SHOP & SEARCH

Why do shoppers go online, and how do they search?
Remove the barriers and make your products easy to find.

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SEARCH & FUNCTIONALITIES

CATEGORY X | TOTAL ONLINE GROCERY | MAT TO 2026 Q2

	Total Online Grocery (All Categories)	Category X	
Used the search function directly	60%	58%	73
Browsed the Specials section	52%	55%	48
Browsed online catalogue	49%	54%	46
Went through department and category list	47%	44%	75
Checked retailer suggestions built on previous purchase	42%	40%	66
Used the shopping list function on the retailer website	41%	39%	67
Browsed products suggested by retailer	36%	37%	54
Product specific detail page	36%	33%	62
Checked recipes ideas provided by retailer	30%	30%	55
From a Discovery area online	28%	28%	53

In your last online shop at RETAILER, which of the following functionalities did you use to find the products you needed?

% of Shoppers | Rank (of 116) | **n=402** | 99% | 90% | < 90% | 90% | 99% | < N

Benchmark:
Total Online Grocery (All Categories)

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WHAT SEARCHED BY

CATEGORY X | TOTAL ONLINE GROCERY | MAT TO 2026 Q2

	Total Online Grocery (All Categories)	Category X	
Search by brand name	47%	55%	30
Search by Category or Department	33%	29%	68
Search by promotions or specials	25%	27%	41
Search by product size	18%	17%	53
Search by flavour	17%	22%	30
Search by occasional needs	13%	14%	45

What did you search by?

% of Shoppers | Rank (of 116) | **n=402**

99% 90% < 90% 90% 99% < N

Benchmark:
Total Online Grocery (All Categories)

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SEARCH SORTED BY

CATEGORY X | TOTAL ONLINE GROCERY | MAT TO 2026 Q2

	Total Online Grocery (All Categories)	Category X	
Sort by product name (A-Z)	18%	21%	34
I did not sort the result	17%	19%	43
Sort by price	17%	19%	25
Sort by previously bought	14%	11%	84
Sort by special	11%	11%	58
Sort by relevance	9%	7%	65
Sort by price per Kg/Litre/Unit	7%	6%	52
Sort by new products	6%	6%	47

How did you sort your search result?

% of Shoppers | Rank (of 116) | **n=402**

99% 90% < 90% 90% 99% < N

Benchmark:
Total Online Grocery (All Categories)

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REASONS FOR SHOPPING ONLINE

CATEGORY X | TOTAL ONLINE GROCERY | MAT TO 2026 Q2

	Total Online Grocery (All Categories)	Category X	
Can shop for anytime, 24/7	42%	45%	39
Time spent	26%	23%	76
Ability to manage my spend	22%	21%	82
Ability to save and resume anytime	20%	25%	20
Simple price comparison	19%	17%	73
Ability to search and explore	19%	**26%**	13
Ability to buy large heavy items	17%	14%	91
Transportation cost	15%	13%	84
To avoid temptation	14%	17%	27
Other	4%	4%	62

On this specific occasion what were the main reasons you chose to shop for your groceries online rather than going to the store?

Rank (of 116) | n=402 | % of Shoppers | 99% | 90% | < 90% | 90% | 99% | < N

Benchmark:
Total Online Grocery (All Categories)

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BARRIERS TO SHOPPING ONLINE MORE FREQUENTLY

CATEGORY X | TOTAL ONLINE GROCERY | MAT TO 2026 Q2

	Total Online Grocery (All Categories)	Category X	
No Factors stop my online shopping	51%	56%	46
The delivery cost and/or minimum spend is too high	17%	17%	62
I prefer to hand pick my products	15%	12%	76
It's hard to return unwanted or incorrect products	11%	12%	42
I can't be sure that the products are what I expected	11%	10%	61
I find the website too hard to navigate/find my products	10%	8%	70
It's hard to find the product information I need	9%	9%	59
It's hard to amend the orders	9%	8%	60
I find it hard to build into my routine	8%	8%	58

What factors stop you from shopping for groceries online more frequently?

Rank (of 116) | n=402 | % of Shoppers | 99% | 90% | < 90% | 90% | 99% | < N

Benchmark:
Total Online Grocery (All Categories)

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