Retail Food Marketing Trends in the U.S.: Technology, Mobile, and Social Media

Description:
The food retailing industry is being swept by the winds of technological change, which has tremendous competitive ramifications for tomorrow's food retail marketers. From harnessing social media to initiating mobile payments to integrating digital loyalty platforms to gauging the related shift in consumer food retail engagement habits and preferences, the industry has its hands full in planning tomorrow grocery experience. Retail Food Marketing Trends in the U.S.: Technology, Mobile, and Social Media assesses how food retailers can best leverage these trends—and many others—to grow their businesses, with a focus on implications for the future. In this respect, from a demographic standpoint, the report focuses on generational differences by marital status and presence of children, household income and gender. More specifically, the report assesses: - Consumer usage of grocery/supermarket traditional and emerging promotional methods; loyalty programs; and couponing. We also provide food retailer applications, and we assess consumer attitudes toward information sharing. - Consumer online purchasing, including food/grocery purchases; identifies online grocery shopping players and innovators; discusses the emerging “click and collect” in-store pickup trend; and drills into consumers online grocery shopping and research preferences. - Consumer usage and usage frequency of social media and leading social media sites; their attitudes toward social media and how it influences their brand behavior; and the degree of influence social media, email marketing, and weekly flyers have on their grocery purchase decisions. - Smartphone ownership trends; types of apps used; consumer usage and interest in mobile app features and benefits; and food retail mobile app leaders and innovators. - Consumers' referencing in-store advertising methods while shopping; in-store promotion and displays as purchase influencers; and mobile payments and digital wallet innovation. - Consumer usage of shopper reward programs, including grocery store/supermarket rewards programs; loyalty programs as a grocery purchase influencer; use of supermarket loyalty/reward mobile app to redeem rewards/loyalty points; and grocery/supermarket loyalty program leaders. A parallel report on Foodservice Marketing Trends in the U.S.: Technology, Mobile, and Social Media (June 2015; LA5602855) is also available from Packaged Facts at [external URL]

Contents:
- Chapter 1: Executive Summary
- Report Scope
- Report summary
- The grocery shopping trip
- Grocery shopping frequency, time in store, dollars spent and item volume
- Gender and generation context
- Millennial dads are taking more responsibility for shopping
- Weekly grocery shopping expenditures
- The grocery shopping trip in context
- Grocery shopping food, promotion and discount trends
- Loyalty programs
- Coupons
- Gender and generation attitudes towards discounts
- Married Millennial parents embrace electronic discount savings strategies
- Generation a more important promotion/discount determinant than household income
- Food retailer applications
- Consumer privacy headwinds
- Leveraging the omni-channel shopping experience
- But growth expected
- Online grocery players and innovation
- Subscription services
- Omni-channel shopping experience
- Online grocery shopping and food research
- Gender and generation attitudes towards online grocery shopping and research
Target: omni-channel initiative
Click and collect: the wave of the . . . present
Social media & targeted advertising
The power of social media: users' attitudes and opinions
Influence on grocery purchase: social media, email marketing, and weekly flyers
Influence of social media on food/grocery purchases
Food retail social media leaders
Email marketing
Mobile apps and location-based offers
Sales flyers: electronic versus paper
Food retail mobile app capabilities & interest
Smartphone and tablet ownership
Type of apps used
Food retail mobile app usage
Generation attitudes towards mobile app advertising, deals and rewards/loyalty
Food retail mobile app leaders
The in-store shopping experience
The next generation of brick and mortar grocers
In-store advertising
In-store advertising is used by more affluent shoppers
Women shoppers are most likely to In-store advertising
In-store advertising is used by parents
In-store promotion and displays as purchase influencers
Mobile payments innovation
Grocery loyalty programs
A significant player in food retail
Loyalty programs as a purchase influencer
Use of mobile app for viewing and redemption of loyalty rewards
Loyalty program leaders
Chapter 2: The Grocery Shopping Trip
Overview
Grocery shopping frequency, time in store, dollars spent and item volume
Table 2-1: Grocery Shopping Frequency, Time in Store, Dollars Spent, and Item Volume, 2015
Gender and generation context
Table 2-2: Grocery Shopping Frequency, Time in Store, Dollars Spent, and Item Volume: Generation by Gender, 2015
Millennial dads are taking more responsibility for shopping
Table 2-3: Millennial Generation Grocery Shopping Frequency, Time in Store, Dollars Spent, and Item Volume: Married with Children vs. Not Married without Children, 2015
Weekly grocery shopping expenditures
Graph 2-1: Household Grocery Expenditures in Past Week, Percentage Share by Amount, 2008-2015
Chapter 3: The Grocery Shopping Trip in Context
Summary capsule
Grocery shopping food, promotion and discount trends
Coupons
Food retailer applications
Consumer privacy headwinds
Food, promotion and discount trends
Grocery shopping food, promotion and discount trends
Graph 3-1: Grocery Shopping Food, Promotion & Discount Trends: Relative Importance, 2015
Loyalty programs
Coupons
Graph 3-2: Cents-Off Coupons: Sources Used, 2014
Graph 3-3: Cents-Off Coupons: Types Used, 2015
Demographic analysis
Gender and generation attitudes towards discounts
Table 3-1: Importance of Loyalty Program, Electronic vs. Paper Sales Flyers and Coupons to Grocery Shopping: Generation by Gender, 2015
Table 3-2: Cents-Off Coupons: Sources Used, Generation by Gender, 2014
Married Millennial parents embrace electronic discount savings strategies
Table 3-3: Importance of Loyalty Program, Electronic vs. Paper Sales Flyers and Coupons to Grocery Shopping: Marital Status and Presence of Children, Millennials vs. Gen X, 2015
Generation a more important determinant than household income
Table 3-4: Importance of Loyalty Program, Electronic vs. Paper Sales Flyers and Coupons to Grocery Shopping: Income and Urban $75K+ Income, 2015
Table 3-5: Cents-Off Coupons: Sources Used, by HH Income, 2014
Kroger: Personalized offers via loyalty card
The Grocery Game: Ultimate couponing
Target: Cartwheel takes novel approach to mobile couponing
Consumer privacy headwinds
Table 3-6: Consumer Attitudes about Personal Information Sharing, 2015
Chapter 4: Leveraging the Omni-Channel Shopping Experience
Summary capsule
Online grocery shopping and food research
Gender and generation attitudes towards online grocery shopping and research
Online grocery shopping
Shopping for food/beverage online remains a drop in the bucket
But growth expected
Graph 4-1: Online Purchases in the Last Three Months, by Retail Purchase Type, 2015
Demographic analysis
Table 4-1: Food/Groceries Purchased Online in the Last Three Months, by Gender and Age; Gender, Marital Status and Children; and Household Income, 2015
Amazon
Walmart
Instacart
Peapod
Omni-channel purchase choice
And purchase fee choice
Uber
Subscription services
Table 4-2: Online Food/Grocery Purchases in the Last Three Months, by Demographic, All Adults vs.$75K+ HH income Adults, 2015
Omni-channel shopping experience
Online grocery shopping and food research
Table 4-3: Online Grocery Shopping & Food Research Methods, PC & Mobile Share of Use, 2015
Demographic analysis
Gender and generation attitudes towards online grocery shopping and research
Table 4-4: Online Grocery Shopping & Food Research Methods: PC & Mobile Share of Use, 18-34s, 2015
Table 4-5: Selected Online Grocery Shopping & Food Research Methods: PC & Mobile Share of Use, 18-34 Males and Females, 2015
Target: omni-channel initiative
Click and collect: the wave of the . . . present
Strong uptake expected
Meijer
Chapter 5: Social Media & Targeted Advertising
Summary capsule
The power of social media: users' attitudes and opinions
Influence on grocery purchase: social media, email marketing, and weekly flyers
Influence of social media on food/grocery purchases
Email marketing and sale flyers
Social Media Usage
Majority of adults use social media
Table 5-1: Social Media Usage and Usage Frequency, 2015
Facebook's user engagement is strong
Table 5-2: Social Media, Facebook, Pinterest & Twitter Usage and Usage Frequency, 2015
Table 5-3: Social Media, Facebook, Pinterest & Twitter Usage/Usage Frequency, by Age, 2015
Instagram is trendy
The power of social media: users' attitudes and opinions
Table 5-4: Social Media/Networking Websites: Attitudes & Opinions, 2015
Social media and the food retail industry
Graph 5-1: Social Media & Advertising Food/Grocery Purchase Influencers, 2015
The influence of social media on food/grocery purchases
Table 5-5: Social Media Grocery Purchase Influencers: Generation by Gender, HH Income and Marital Status/Children in HH 2015
Food retail social media leaders
Target
Walmart
Publix
Digital marketing
Email
Mobile apps and location-based offers
Sales flyers: electronic versus paper
Table 5-6: Digital Marketing Grocery Purchase Influencers: Generation by Gender, HH Income and Marital Status/Children in HH 2015
Chapter 6: Food Retail Mobile App Capabilities & Interest
Summary capsule
Smartphone and mobile app use
Smartphone and tablet owners
Table 6-1: Smartphone Users, Tablet Owners & App Users, 2015
Type of apps used
Graph 6-1: Types of Apps Used in Past 30 Days, 2015
Food retail mobile app usage
Graph 6-2: Food Retail Mobile App Features: Usage and Usage Interest, 2015
Demographic analysis
Generation attitudes towards mobile app advertising
Table 6-2: Food Retail Mobile App Advertising Features: Usage and Usage Interest: Generation by Age, Marital Status/Children and Income, 2015
Generation attitudes towards mobile app deals
Table 6-3: Food Retail Mobile App Coupon, Deal and QR Code Features: Usage and Usage Interest: Generation by Age, Marital Status/Children and Income, 2015
Generation attitudes towards mobile app rewards/loyalty
Table 6-4: Food Retail Mobile App Rewards/Loyalty Viewing and Redemption: Usage and Usage Interest: Generation by Age, Marital Status/Children and Income, 2015
Food retail mobile app leaders
Supermarkets
Club stores/warehouses
Convenience stores
Drug stores
Chapter 7: The In-Store Shopping Experience
Summary capsule
In-store advertising
In-store promotion and displays as purchase influencers
Mobile payments and digital wallet innovation
Catching the shopper's eye
The next generation of brick and mortar grocers
In-store advertising
Graph 7-1: Consumer Use of In-Store Advertising & Promotional Tools, by Type, 2015
Demographic analysis
In-store advertising is used by more affluent shoppers
Table 7-1: Consumer Use of In-Store Advertising & Promotional Tools, by Type: HH Income, 2015
Women shoppers are most likely to In-store advertising
Table 7-2: Consumer Use of In-Store Advertising & Promotional Tools, by Type: Generation and Gender, 2015
In-store advertising is used by parents
Table 7-3: Consumer Use of In-Store Advertising & Promotional Tools, by Type: Generation and Marital Status/Presence of Children, 2015
A closer look: Shopping preferences by age
Table 7-2: Selected Shopping References, by Age, 2015
In-store promotion and displays as purchase influencers
Table 7-4: In-Store Promotion and Display Grocery Purchase Influencers: Generation by Gender, HH Income and Marital Status/Children in HH 2015
Mobile payments
ApplePay makes a (small) dent
Significant promise
Only a ripple of use
Food retailers getting on board
Table 7-5: ApplePay and Gift Card Purchases in Past 30 Days, by Restaurant Usage Frequency, 2015
Use of mobile app for making payment
Table 7-6: Food Retail Mobile App Payment: Usage and Usage Interest: Generation by Age, Marital Status/Children and Income, 2015
PayPal: recipe for success with the digital wallet
Chapter 8: Grocery Loyalty Programs
Summary capsule
Breadth of loyalty programs
Loyalty programs as a purchase influencer
Use of mobile app for viewing and redemption of loyalty rewards
Loyalty Programs
Graph 8-1: Shopper Reward/Loyalty Program and Discount Card Usage in Past Month, by Type, 2015
Grocery store/supermarket loyalty program usage
Table 8-1: Grocery Store/Supermarket Shopper Reward/Loyalty Program and Discount Card Usage: Monthly
Usage Frequency, by Demographic, 2015
Loyalty cards are a significant player in food retail
Loyalty programs as a purchase influencer
Table 8-2: Loyalty Program as Grocery Purchase Influencer: Generation by Gender, HH Income and Marital Status/Children in HH 2015
Use of mobile app for viewing and redemption of loyalty rewards
Table 8-3: Food Retail Mobile App Rewards/Loyalty Viewing and Redemption: Usage and Usage Interest: Generation by Age, Marital Status/Children and Income, 2015
Loyalty program leaders
Publix
Table 8-4: Major Supermarket Brands: Visits in Past Four Weeks, by Demographic, 2015
Target
Target REDcard
Table 8-5: SuperTarget and Walmart Supercenter: Visits in Past Four Weeks, by Demographic, 2015
Omni-channel rewards program in the works
Integration with Whole Foods app?
Apple Pay and Instacart add features to the mobile mix
Table 8-6: Trader Joe's and Whole Foods: Visits in Past Four Weeks, by Demographic, 2015
Appendix
Methodology
Consumer survey methodology
Report table interpretation
Color coding
Indexing
Terms and definitions
Supermarkets
Restaurant categories
Limited-service restaurant definitions
Full-service restaurant definitions
Other definitions

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3328985/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Retail Food Marketing Trends in the U.S.: Technology, Mobile, and Social Media
Web Address: http://www.researchandmarkets.com/reports/3328985/
Office Code: SCWP46UT

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Single User</th>
<th>Enterprisewide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 2995</td>
<td>USD 5990</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets, Guinness Center, Taylors Lane, Dublin 8, Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB9853308313083
Bank Address Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World