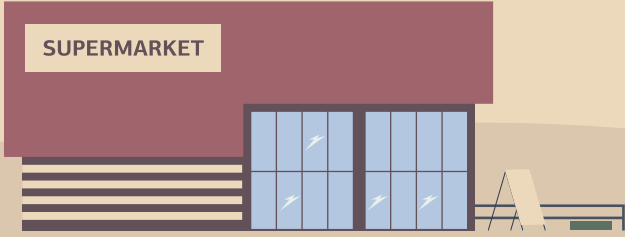


5 super new behaviors of grocery shoppers



Starbucks anyone?

Women who aren't primary shoppers hit up Starbucks **22%** more.



Girls Rule.

60% of primary shoppers are women.

Walmart is #1.

Primary shoppers are **12%** more likely to visit Walmart.



Men go in-store.

Men who aren't primary shoppers visit Target and Walmart **2x** as much as women.



That's BOPIS.

Non-primary women: **17%** more likely to use Walmart Pickup and Delivery.



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed January 2023.

LEARN MORE

