



provoked
insights

Grocery Trends
&
Consumer Buying Behaviors

Background & Objectives

Provoke Insights is a leader in research for branding, advertising, media, and content marketing strategies. To stay ahead of market trends, the company conducts a bi-annual study, delivering cutting-edge insights into shifting consumer behaviors across industries.

Now in its landmark tenth wave, this extensive study continues to uncover key trends in Americans' buying behaviors and attitudes toward AI's integration into shopping, including consumer receptivity and adoption.

For this wave, Provoke Insights has expanded its research, developing 15 industry-specific reports—this deck provides an in-depth look at the grocery industry.



Methodology

Provoke Insights conducted a 15-minute online survey among 1,500 Americans aged 21 to 65 in March 2025.

To ensure a representative sample of the U.S. population, Census data was used to guide a random stratified sampling approach, balancing key demographics such as household income, age, gender, geography, ethnicity, and presence of children in the household.

With this sample size, the results have a maximum margin of error of $\pm 2.5\%$ at a 95% confidence level.

Statistical significance testing was conducted at the 95% confidence level, with differences between subgroups highlighted in callout boxes within the graphs.





Key Findings

A woman with long hair is looking at produce in a grocery store. The background shows wooden shelves filled with various vegetables, including mushrooms, green onions, and tomatoes. A blue shopping basket is visible in the background.

Grocery Price Sensitivity & Changing Shopping Strategies

Inflation remains a major concern for grocery shoppers, with 79% of consumers noticing price increases at supermarkets in the past six months. Older consumers, particularly Baby Boomers (94%) and Gen X (84%), are significantly more likely to observe these price hikes.

In response to rising costs, shoppers are shifting toward private-label brands over name brands to save money, while younger consumers are more likely to buy in bulk. This shift highlights changing consumer behaviors as economic pressures persist, with affordability driving purchasing decisions.

Grocery brands should emphasize affordability by expanding private-label and bulk options while heavily promoting coupons and sales, especially to appeal to value-conscious Gen X and Millennial shoppers

Grocery Shopping Behaviors: Frequency, Location, and Online Habits

Nearly one-third of Americans shop for groceries multiple times per week, with the highest frequency seen among parents, Millennials, Gen Z, and those in urban areas. This pattern reflects a growing emphasis on freshness, convenience, and lifestyle flexibility. **Grocery brands can capture this audience by offering convenient grab-and-go items, rotating app-based promotions, and loyalty programs that reward frequent visits.**

Although consumers shop across a mix of store types—such as big-box stores, discount retailers, and farmers markets—supermarkets remain the primary destination for most grocery purchases. Shopping preferences, however, vary widely: Gen Z favors local and specialty shops, Millennials rely more heavily on online platforms, and suburban shoppers are more loyal to their supermarket's website. **Retailers will benefit from enhancing both physical and digital experiences with personalized messaging, seamless shopping tools, and brand-driven value that align with each group's unique shopping behavior.**

A person is seen from the back, looking at a display of fresh produce in a grocery store. The display is labeled "FRUIT AND VEGETABLE" in a blue banner. The produce includes various fruits and vegetables, such as apples, oranges, and leafy greens. The person is wearing a light-colored shirt with dark stripes on the sleeve.

FRUIT AND VEGETABLE

Evolving Grocery Shopping Habits

Nearly half of consumers plan to purchase more fresh produce, citing health benefits as the primary motivator. This shift is particularly strong among younger shoppers, who also weigh concerns like pesticides, environmental impact, and ethical sourcing when making produce decisions. However, rising produce costs remain a significant barrier, especially among Hispanic, suburban, and female shoppers, who feel the financial strain the most. On average, consumers report spending \$40 per week on fresh produce, indicating a meaningful investment in healthier eating—but one that may not be sustainable for all households. **Brands and retailers can build stronger connections by promoting the health and quality of their fresh offerings, while also easing financial pressure through value bundles, digital coupons, and educational content that helps consumers make the most of their produce purchases.**



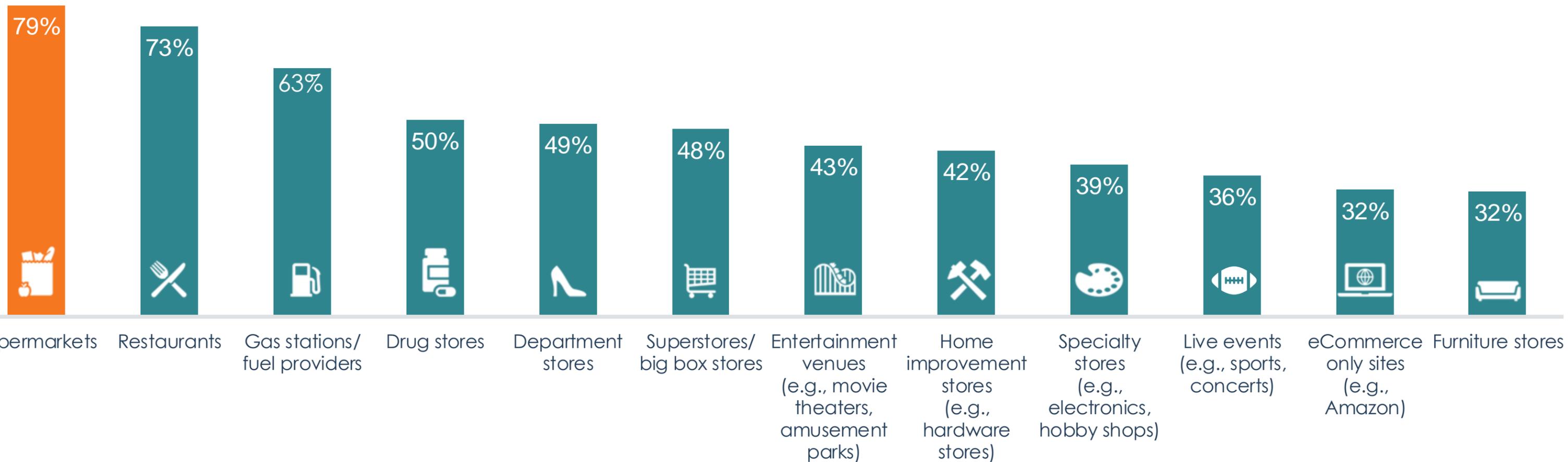
Detailed Findings



Price Sensitivity & Grocery Attitudes

Supermarkets Lead the Pack with Price Hikes

Inflation is prevalent at supermarkets with eight out of ten noting price increases.



Noticed Supermarket Price Increases

Older shoppers are the most sensitive to supermarket price hikes

Who is Significantly More Likely to Notice Increases?

B 94% Baby Boomers

X 84% Gen X

A 84% Asian



79%

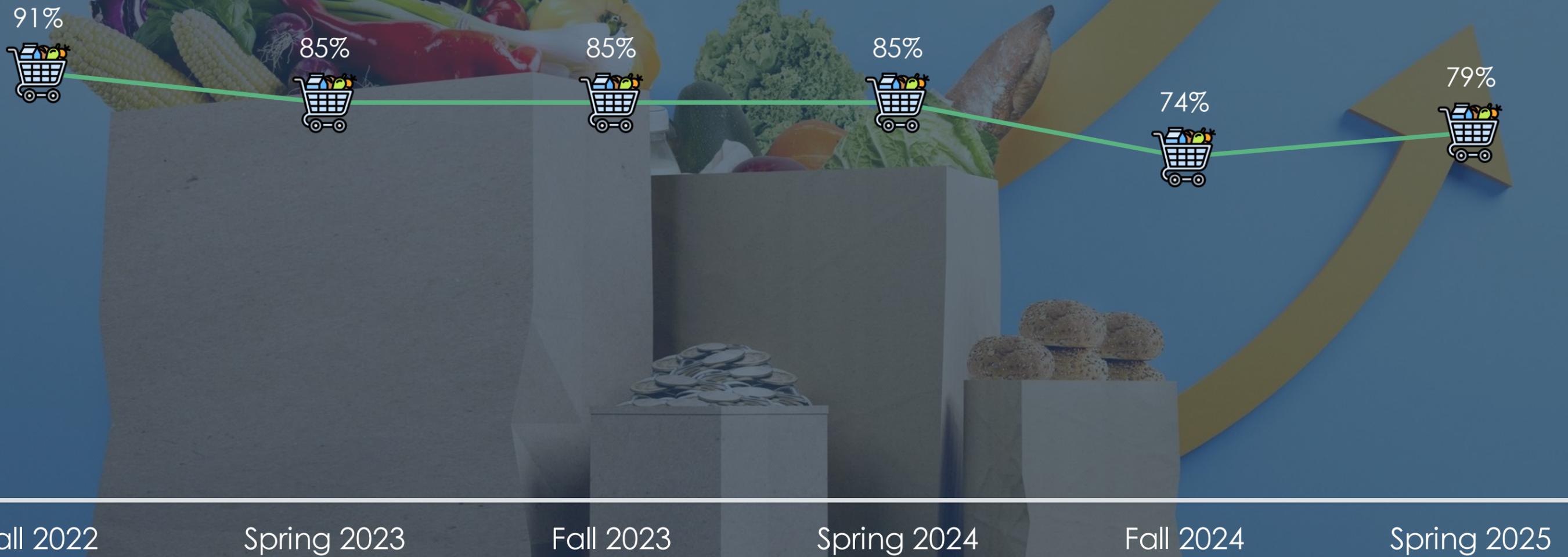


of Shoppers have Noticed a Price Increase at Supermarkets

Grocery Price Trends

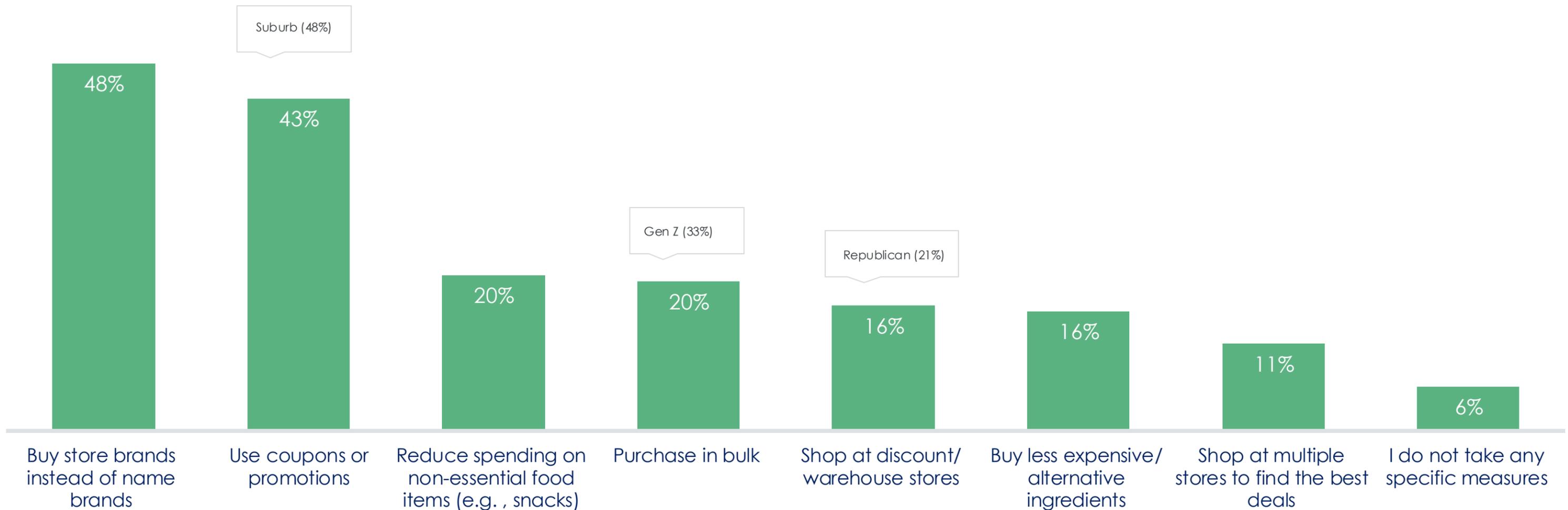
Inflation is beginning to climb again, as more consumers have noticed priced increases in supermarkets compared to six months ago.

Noticed a Price Increase at Supermarket in the Last Six Months



Strategies to Combat Higher Grocery Costs

Grocery shoppers are choosing private label brands over name brands to offset rising food costs. Buying in bulk is a strategy adopted more commonly among younger shoppers.





47%

of Shoppers are more concerned with food additives

(Top 2 on 5-point scale)

Concerned with Food Additives

Parents are especially vigilant about ingredients added to their food.

Who is Significantly More Likely to be Concerned?

H 58% Hispanic

 54% Parents

 53% Urban

BL 53% Black

Interest in AI Shopping Features

Consumers are increasingly interested in AI-driven shopping features, with nearly two-fifths favoring grocery list optimization. This tool would be especially popular among Gen Z, Millennials, and parents.

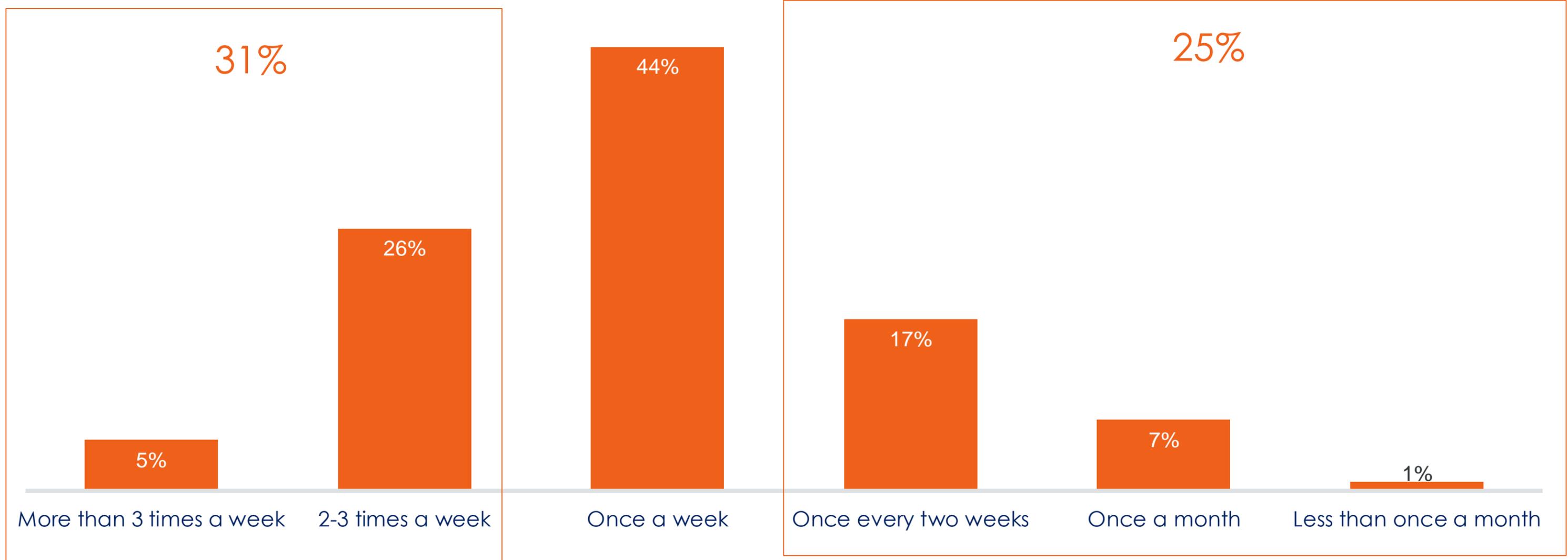


Frequency of Shopping



Frequency of Shopping

Nearly one-third of consumers are grocery shopping multiple times a week.



Who's Grocery Shopping More or Less Often

More than Once a Week

Overall 31%

- Parents (39%)
- Urban (38%)
- Millennials (36%)

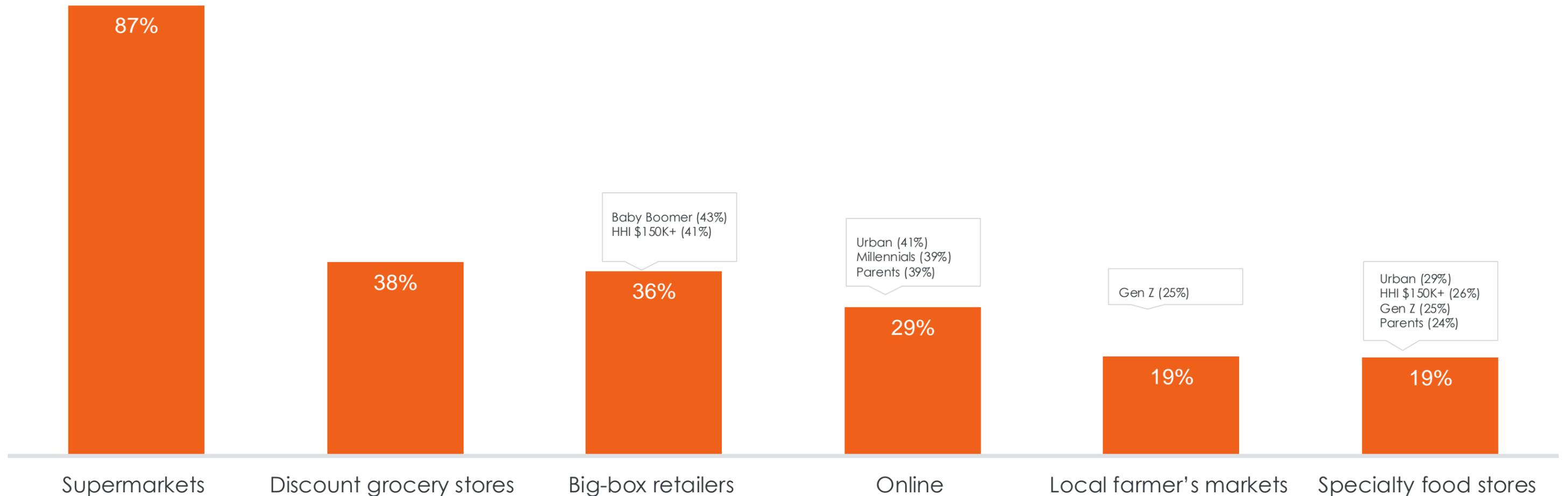
Less than Once a Week

Overall 25%

- Gen Z (40%)
- Black (37%)
- Rural (30%)

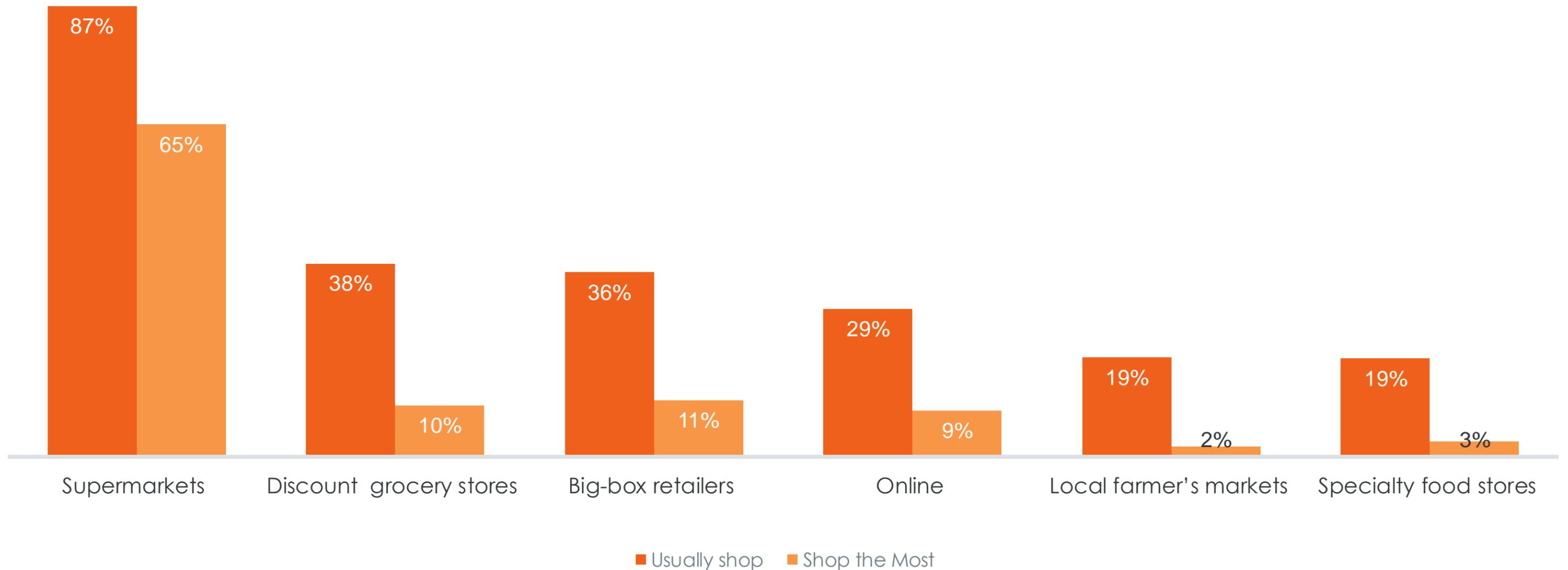
Where People are Shopping

The majority of shoppers prefer supermarkets, but shopping habits vary by generation—older shoppers favor big-box stores, millennials gravitate toward online shopping, and Gen Z prefers local farmers markets and specialty stores.



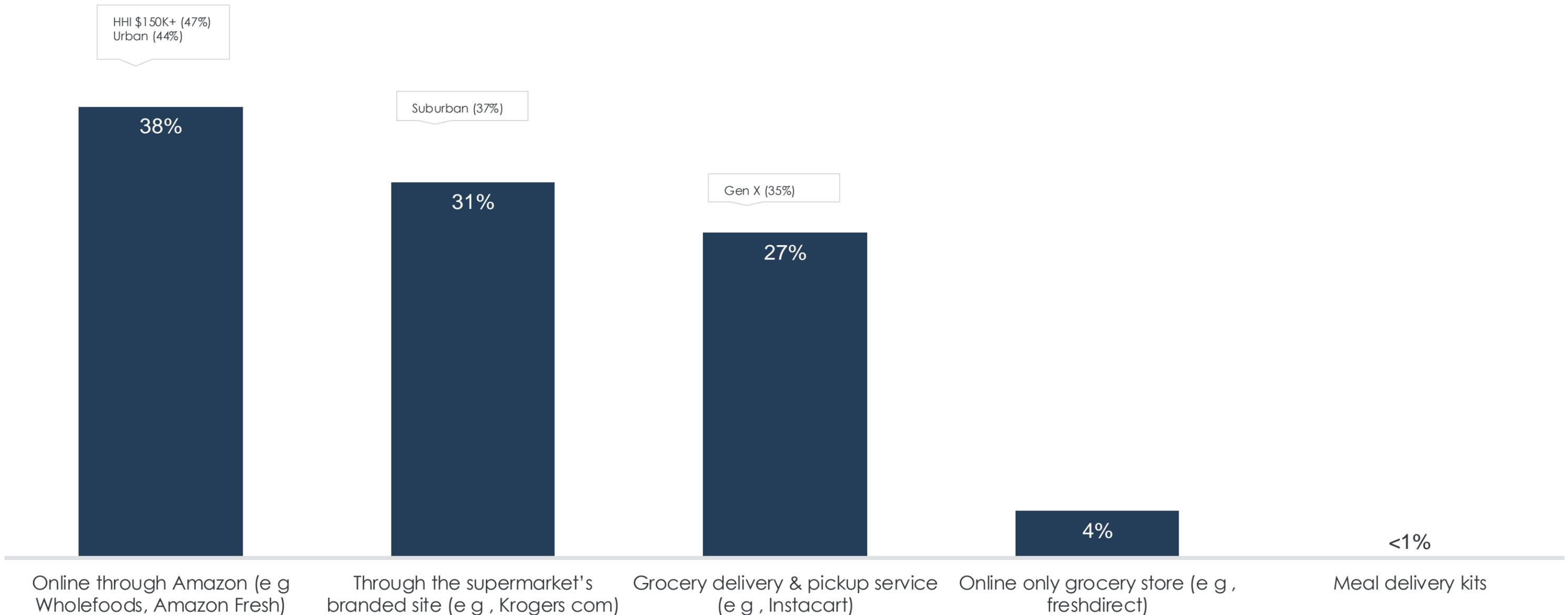
Where People are Shopping the Most

Supermarkets remain the top choice for most shoppers. Despite visits to discount stores and big-box retailers, these are more likely used for convenience than preference.



How Americans Shop for Online Groceries

Amazon dominates online grocery shopping, particularly among higher-income consumers and urban dwellers, while suburban shoppers favor their supermarket's branded site for online orders.

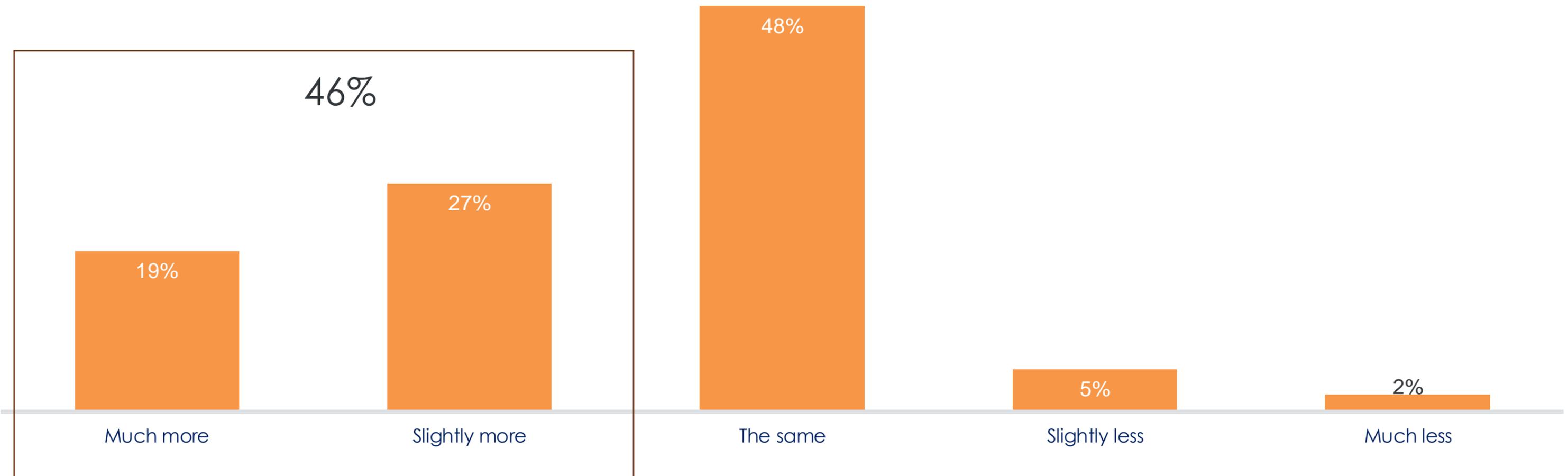




Produce

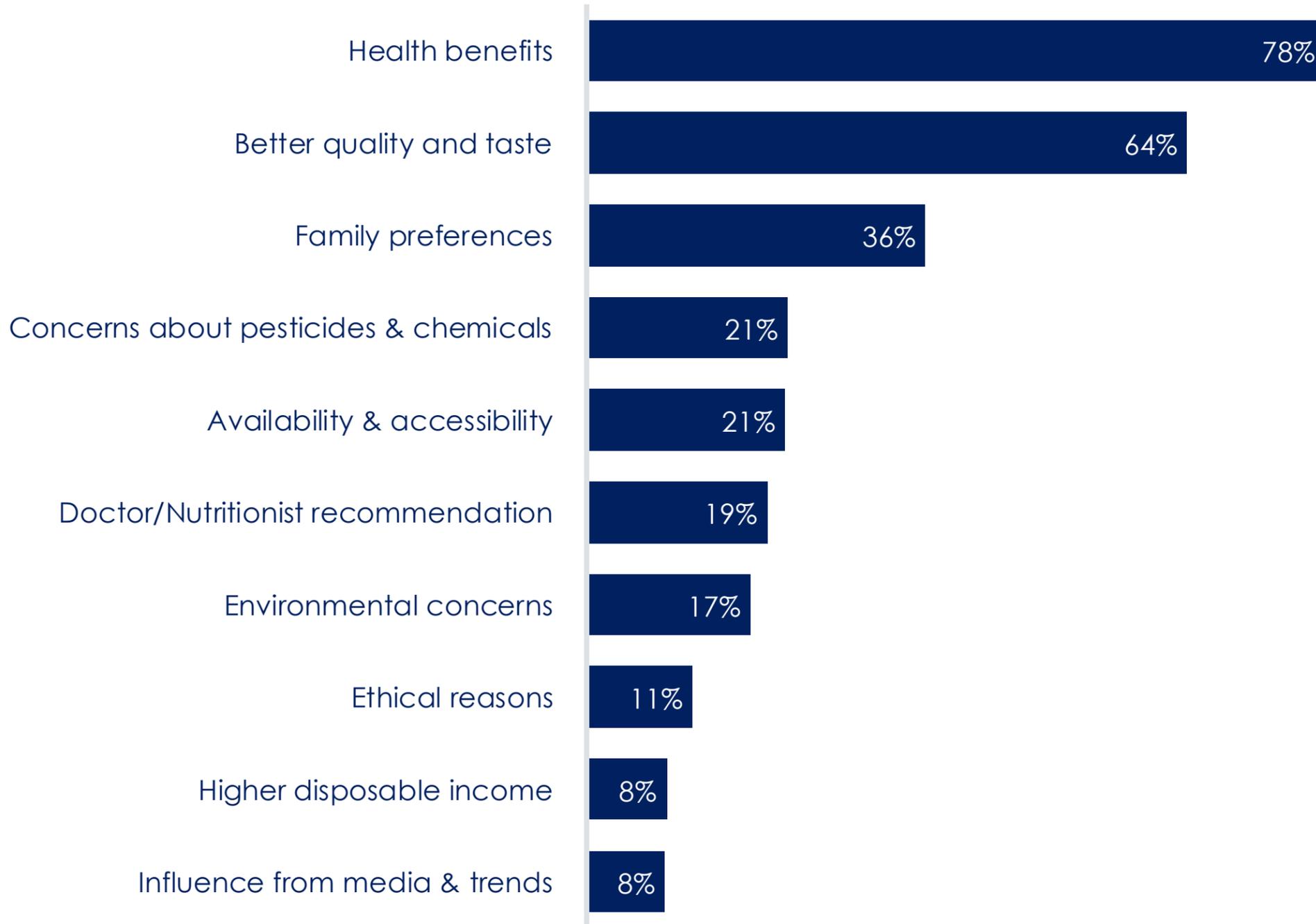
Produce Purchases

Nearly half of shoppers plan to purchase more produce.



Reasons for Buying More Produce

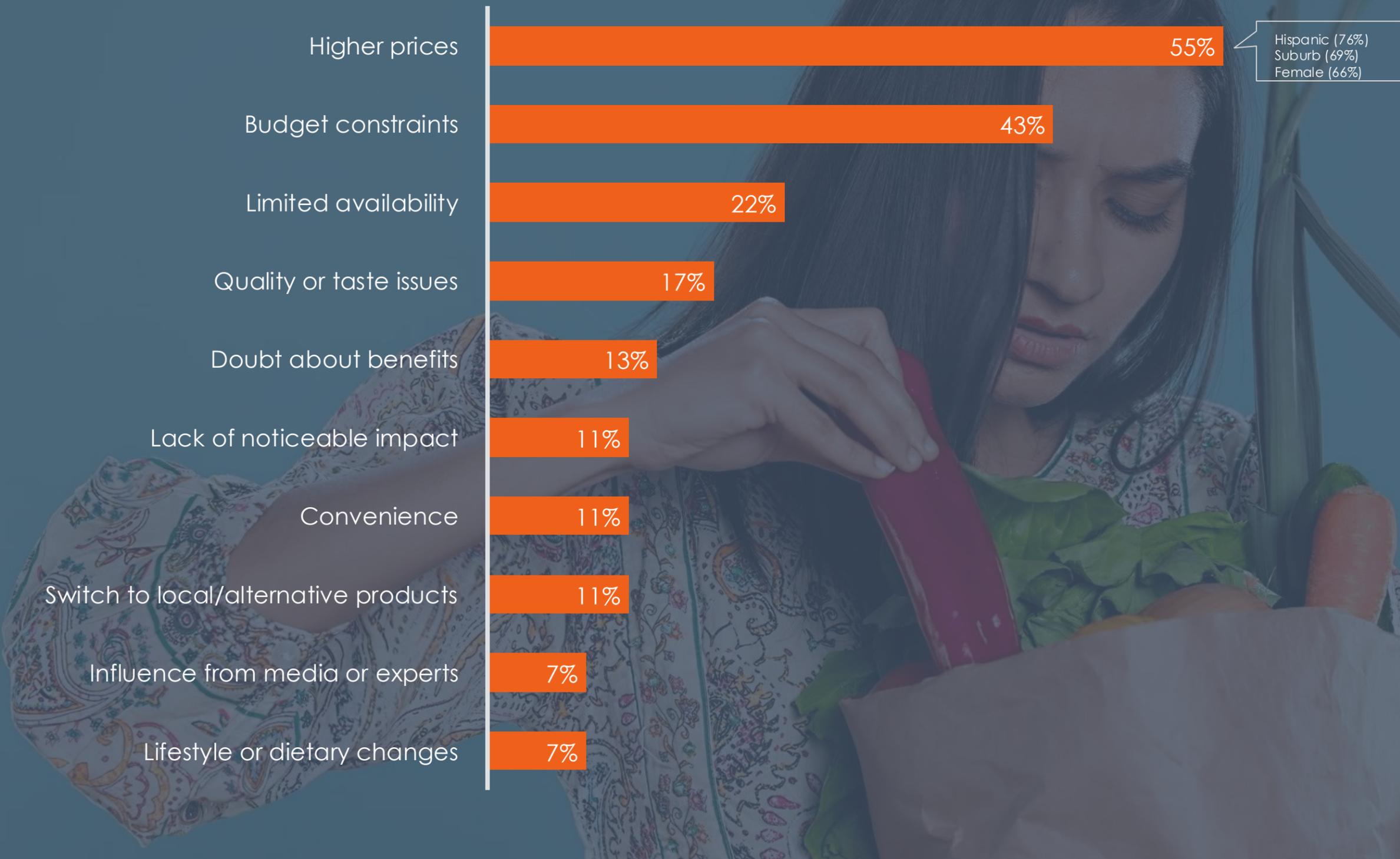
Health benefits drive produce purchases, followed by superior quality and taste. Younger shoppers, however, prioritize concerns about pesticides, environmental impact, and ethical sourcing.



	Gen Z (112)	Millennials (271)	Gen X (205)	Baby Boomers (95)
Health benefits	70%	75%	83%	89%
Better quality and taste	61%	62%	65%	68%
Family preferences	35%	41%	35%	27%
Concerns about pesticides & chemicals	27%	17%	24%	22%
Availability & accessibility	24%	21%	20%	21%
Doctor/Nutritionist recommendation	23%	17%	20%	19%
Environmental concerns	25%	18%	16%	9%
Ethical reasons	23%	12%	6%	7%
Higher disposable income	14%	9%	7%	2%
Influence from media & trends	14%	11%	5%	1%

Reasons for Buying Less Fresh Produce

Rising prices and tight budgets are major barriers to purchasing more produce, with Hispanic, suburban, and female shoppers feeling the impact the most.



Amount Spent on Fresh Produce a Week



Consumers spend an average
of

\$40

on produce weekly
Median

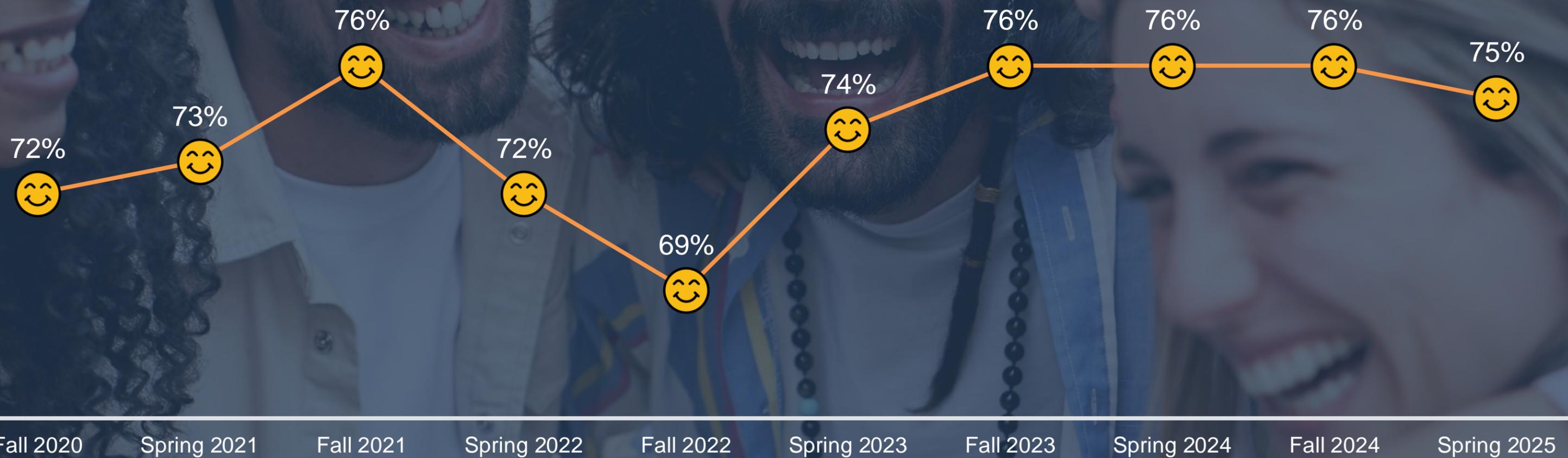
Optimism & Concerns



Consumer Optimism

Overall, Americans remain positive about the future.

Optimism
Top 2 box on a 4-point scale



Why are Americans Optimistic? (75% of total responses)

Americans who are hopeful about the future point to the current administration as a major factor behind their optimism. Additionally, belief that financial stability, possibility of tech advances, and personal plus familial health also adds to their positive outlook.

Political and Economic Reasons

"The new administration has brought changes that have improved my living situation."

"I believe the economy will improve under the current leadership."

"The economy seems to be improving, and the efforts are being made to cut federal expenses to reduce national debt."

Financial Stability

"My job is secure and high paying"

"I believe I will be financially very stable in coming years"

"I got a raise recently"

"I have added a new exciting business picture with my existing business model and it will be very profitable."

"I am three years away from retirement and have worked to save for it."

Family and Personal Wellbeing

"I have a wonderful family and friends that are supporting. I have a career I love and my husband is very successful. We also have a nice sum for retirement."

"Seeing my grandchildren grow makes me keeping going."

"We are planning to move out of state and purchase a home."

"I have a good family, good wife, I have new born baby 8 months old. I am trying to make better life for my son and its actually make me optimistic."

"I have God in my life, a beautiful marriage and kids and all my needs are met."

Advancing Technology

"The possibility of AI to drive growth and innovation"

"I'm optimistic about the future because technology keeps improving daily, making life easier and more connected worldwide."

"I am optimistic about the future mainly because of the incredible advancements we're seeing in technology, sustainability, global cooperation, and new innovations in areas like renewable energy and more."

"Technology advancement will solve most problems in the future."

"Rapid progress in technology such as artificial intelligence"

Why are Americans Not Optimistic? (25% of total responses)

In the same vein, Americans who are pessimistic about the future also blame the current administration for their frustrations. Other contributing factors include concerns about financial instability, and climate change.

Governance Failures

"I am concerned about the direction of leadership in the country."

"I feel that the current policies are negatively impacting the country."

"There are unsettling developments in the government that contribute to uncertainty."

"I am concerned about policies that may negatively impact certain communities"

"The outcome of recent elections has made me less hopeful about the future."

"The government is scary. "

Financial Instability

"I am concerned about having enough financial resources for retirement."

"Inflation is reducing my purchasing power, and as a senior, I have limited opportunities to increase my income."

"Things are too expensive"

"Prices continue to increase while wages and income have remained relatively unchanged."

"Inflation and recent policy changes have created uncertainty about future affordability and financial stability."

Inflation shows no signs of stopping. Trump and Musk don't care what happens to the average citizen. I can't afford groceries or gasoline

Climate Concerns

"The increasing frequency of extreme weather events makes it hard to feel optimistic."

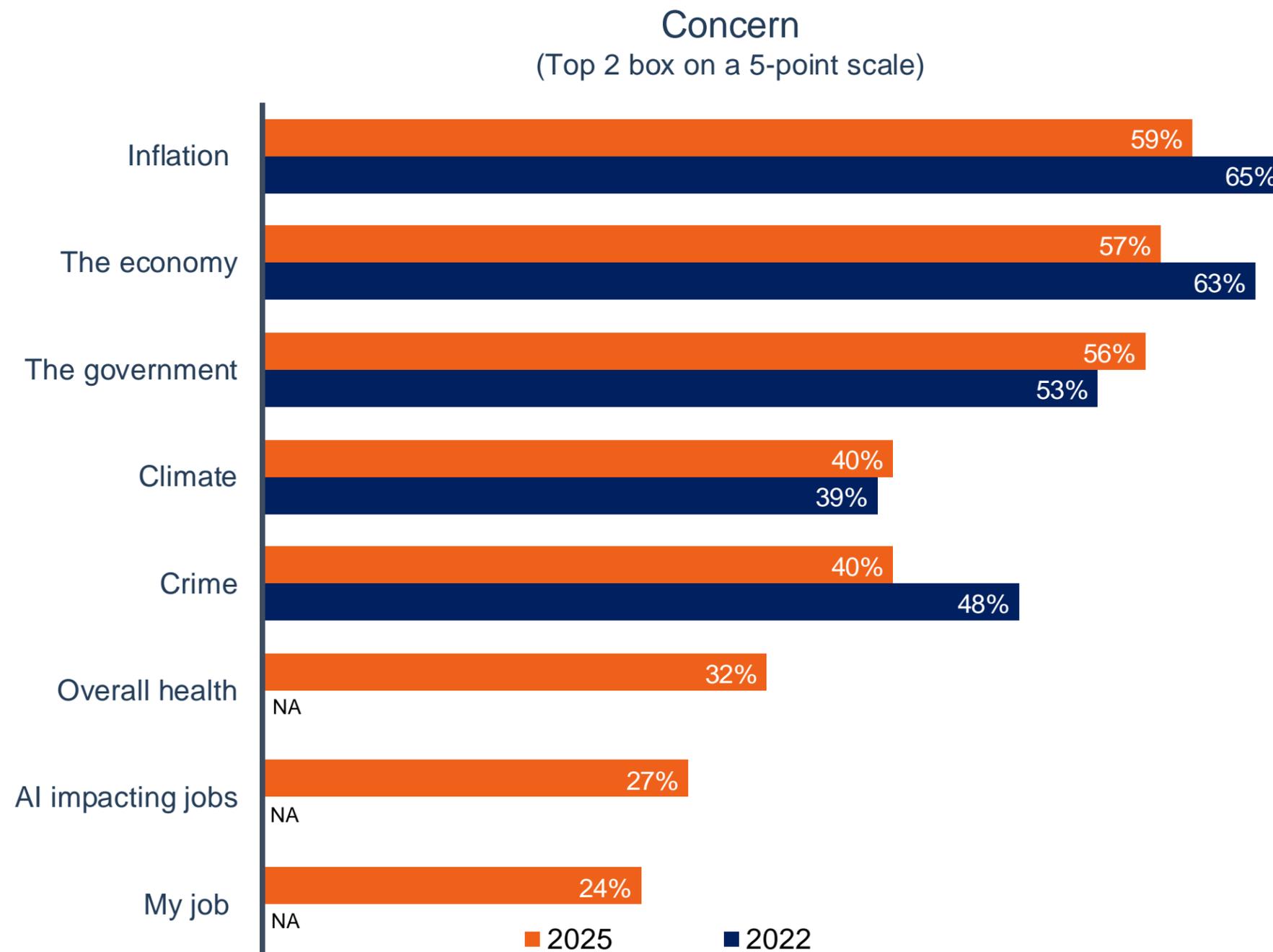
"There needs to be stronger action on climate change and there is little being done."

"I worry about the stability of the planet."

"The slow pace of climate action makes it difficult to believe meaningful changes will happen in time."

Top Concerns Impacting Consumers

Despite a decrease from three years ago, inflation and the economy continues to be the leading concern for Americans. Governmental concerns has risen since 2022, while crime has sharply declined.

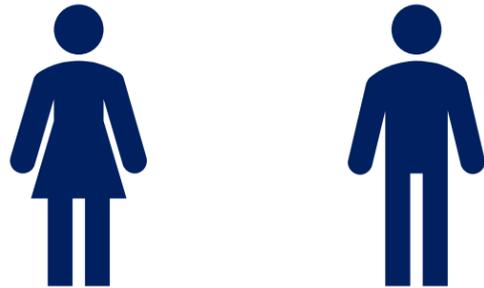


Grocery Customer Profile



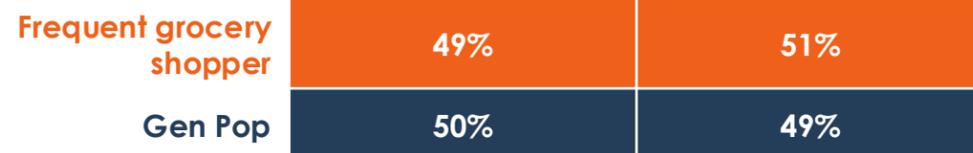
Respondent Profile

Gender



Female

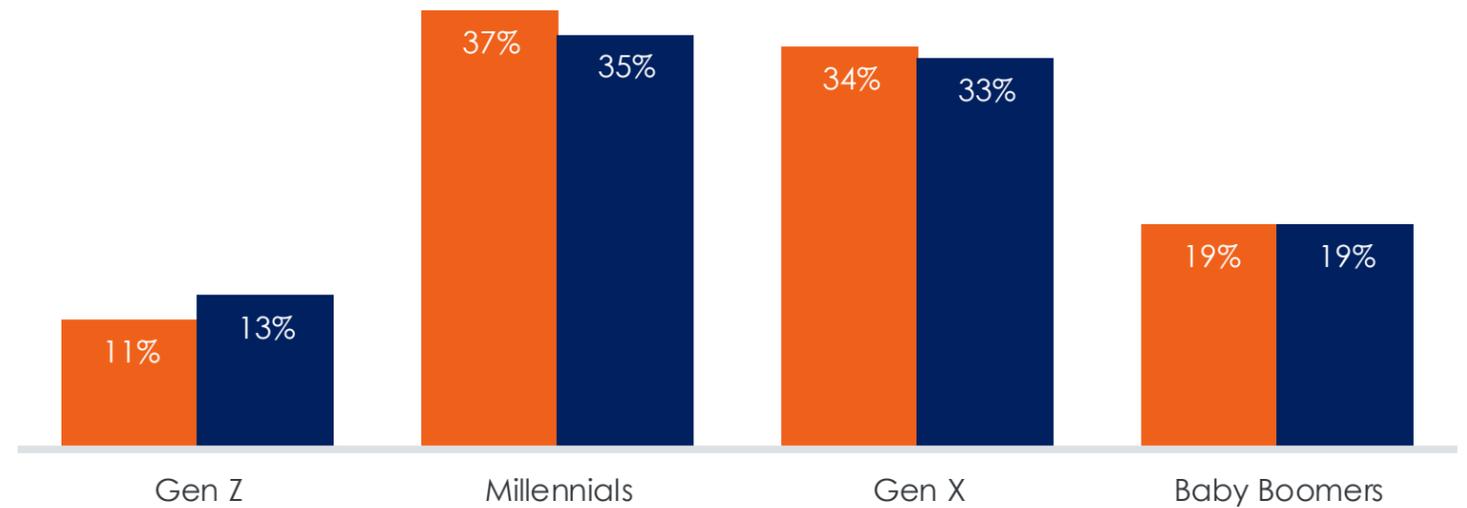
Male



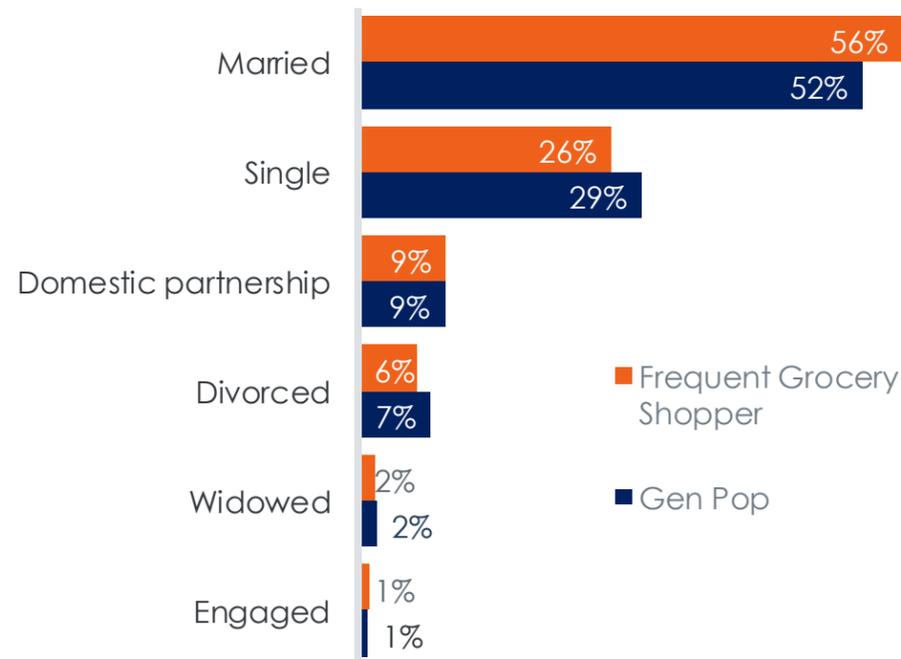
*<1% other identity

Generation

■ Frequent grocery shopper ■ Gen Pop

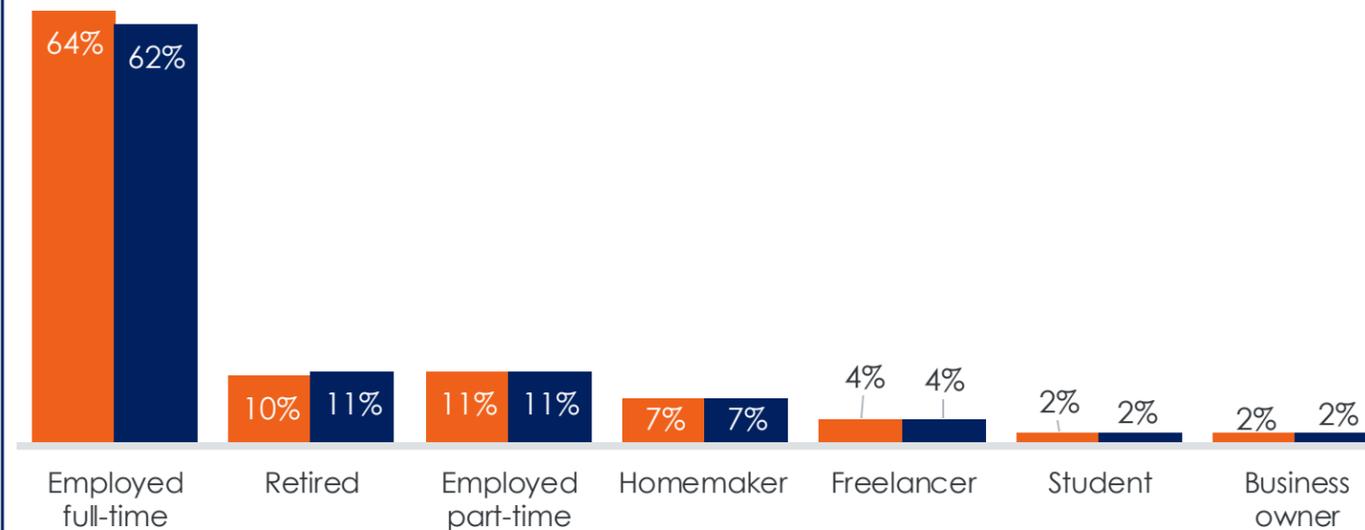


Civil Status

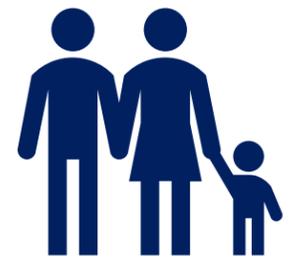


Employment Status

■ Frequent grocery shoppers ■ Gen Pop



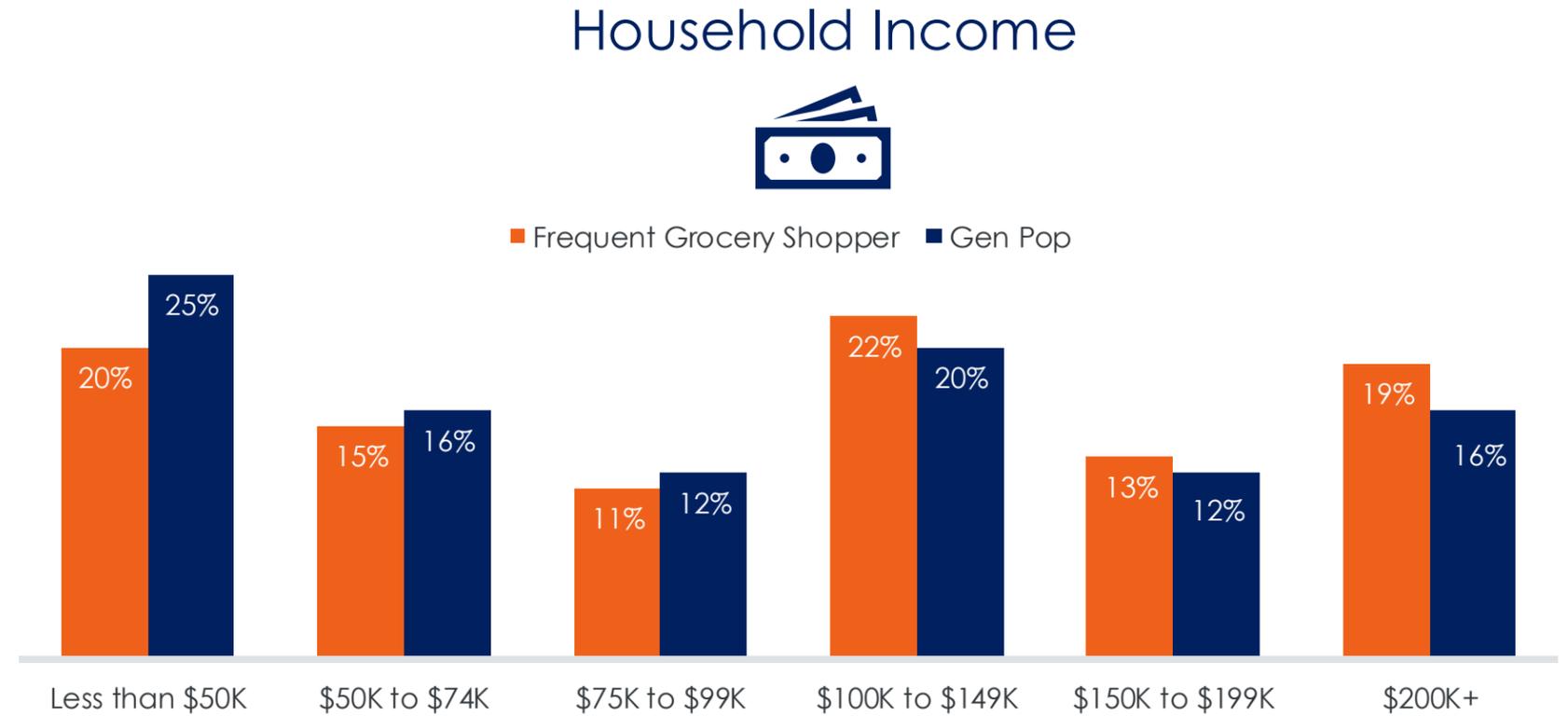
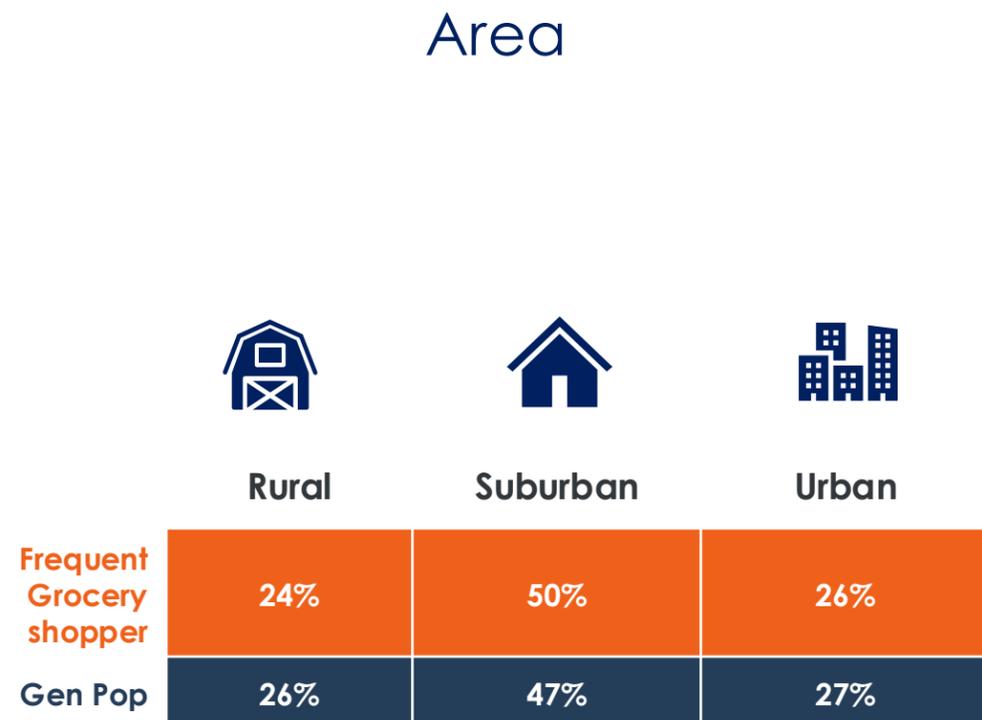
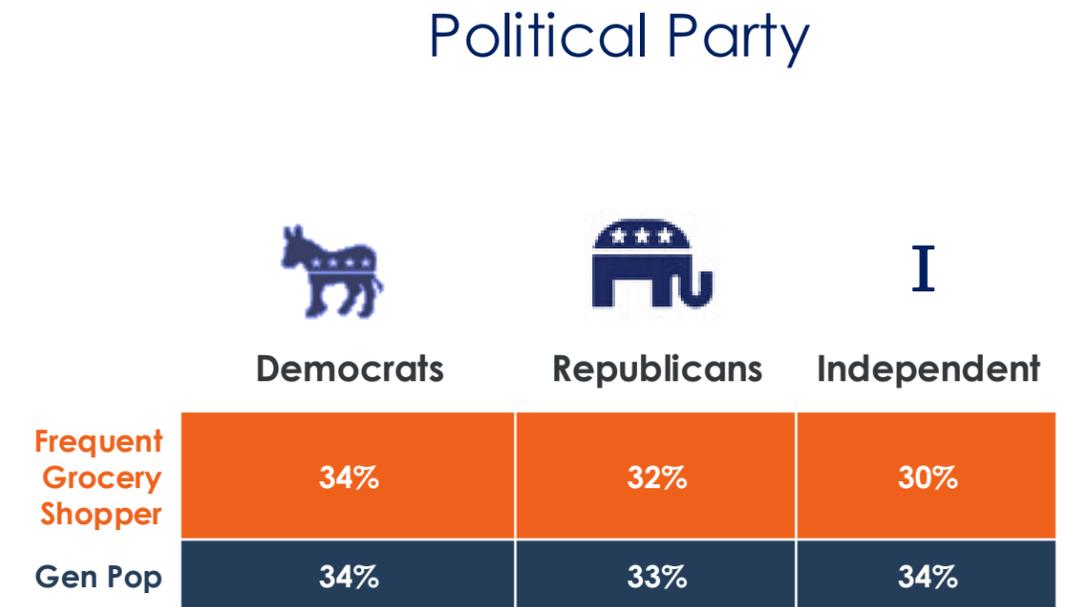
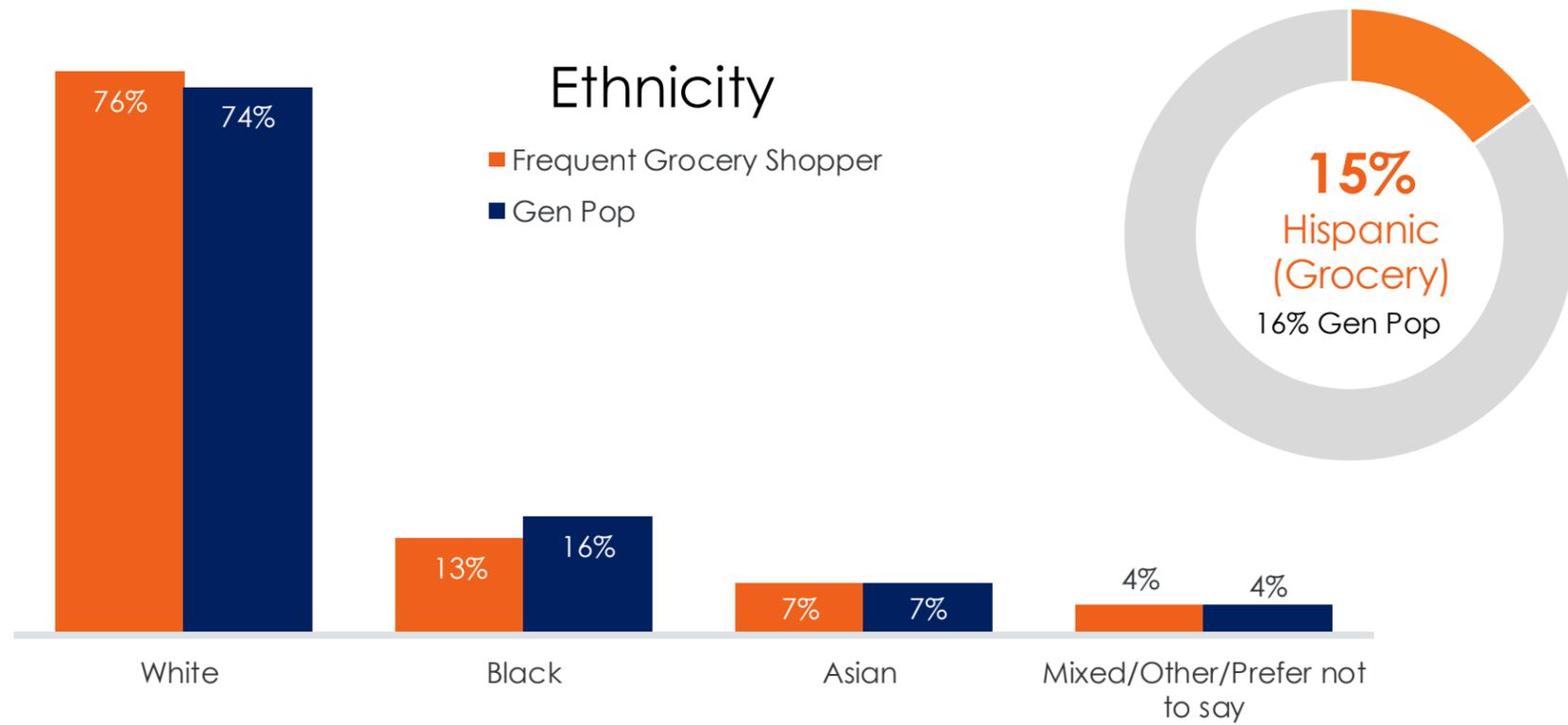
Parents of Children Under 18



42% Of Frequent Grocery Shoppers

39% Gen Pop

Respondent Profile



About Provoke Insights

Provoke Insights is not just a market research firm—we are a strategic partner dedicated to fueling brand growth. Our full-service approach is designed to go beyond data collection, providing deep, actionable insights that empower brands to make smarter marketing decisions.

What sets us apart? We specialize in branding and advertising research, blending cutting-edge methodologies with real-world marketing expertise. Our team is made up of seasoned researchers, brand strategists, and media experts, ensuring that every insight translates into impactful business strategies.

At Provoke Insights, we don't just deliver reports—we deliver a roadmap to success. Whether you're looking to sharpen your messaging, refine your target audience, or maximize ROI, we provide the research that drives measurable results.

Let's transform insights into action. Reach out to us at info@provokeinsights.com to learn more.

