

# A Glimpse of Today's Australian Grocery Shopping Patterns

In 2021, Australian shoppers felt they still spent the same amount of time per shopping trip as they did in 2019, before the pandemic.

## Average Investment per Shopping Trip

	<b>Main Grocery Shopping</b>	March 2021 <b>48 Minutes</b>	March 2019 51 Minutes	<b>\$135 AUD</b>
	<b>Top-ups</b> Few articles / Fresh food items	March 2021 <b>20 Minutes</b>	March 2019 20 Minutes	<b>\$46 AUD</b>
	<b>Immediate Consumption</b>	March 2021 <b>14 Minutes</b>	March 2019 14 Minutes	<b>\$29 AUD</b>

## Is the Future Online?

Physical stores remained the most widely used channel by far..

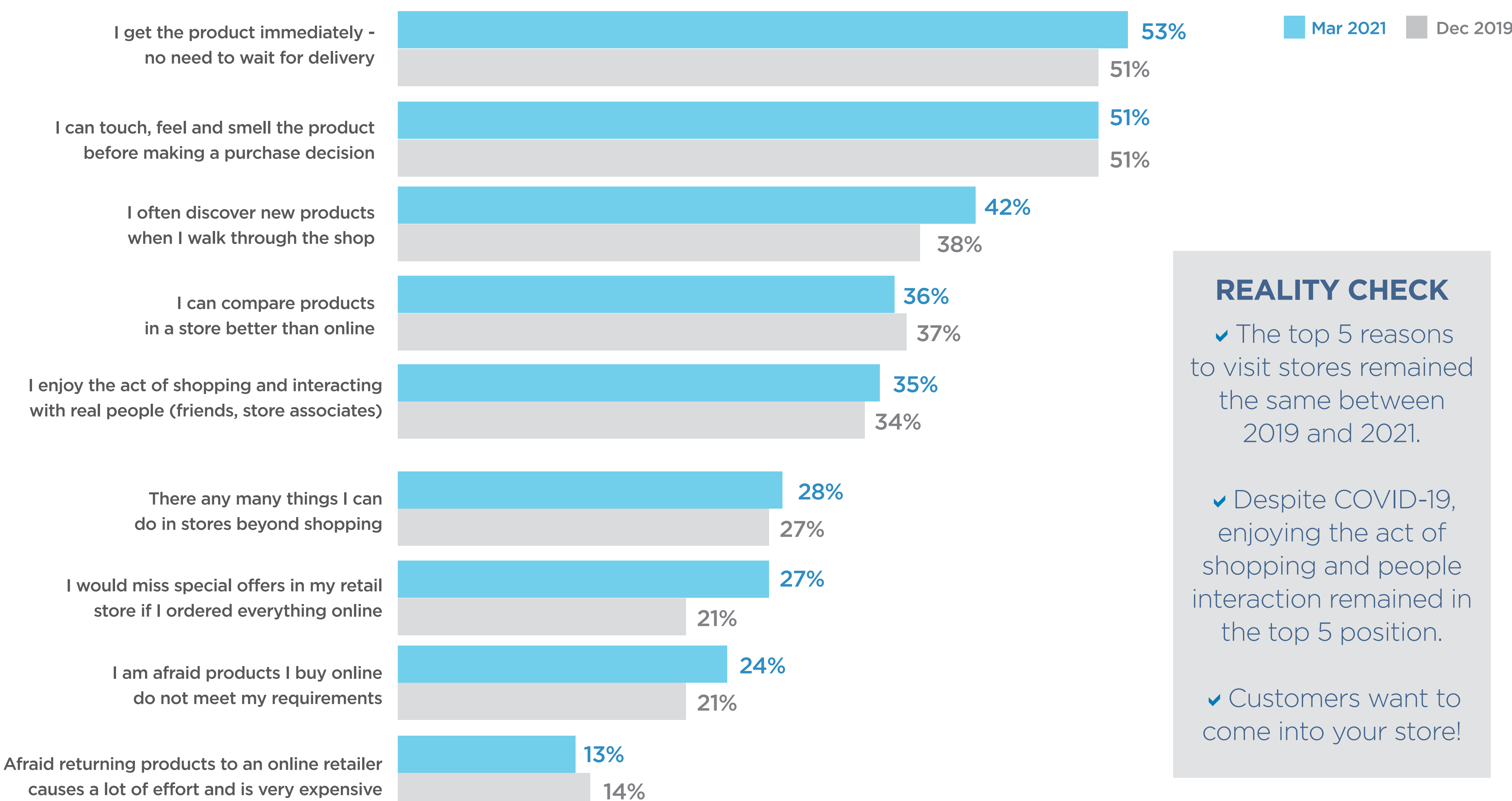


	Primary way or use frequently	Use occasionally	No use, see no need
Online order with home delivery	18%	18%	56%
Online order with in-store pick up	12%	19%	60%
Online order via the retailer's app	12%	11%	64%
Online order with curbside pick-up	10%	9%	66%

Gap to 100%: Service not offered but interest exists (3%-8%) / Don't know

Less than half of store shoppers use alternative options in addition to store visits. Home delivery and in-store pick up are the most popular.

## Reality Check: Your Customers Want to Come In the Door



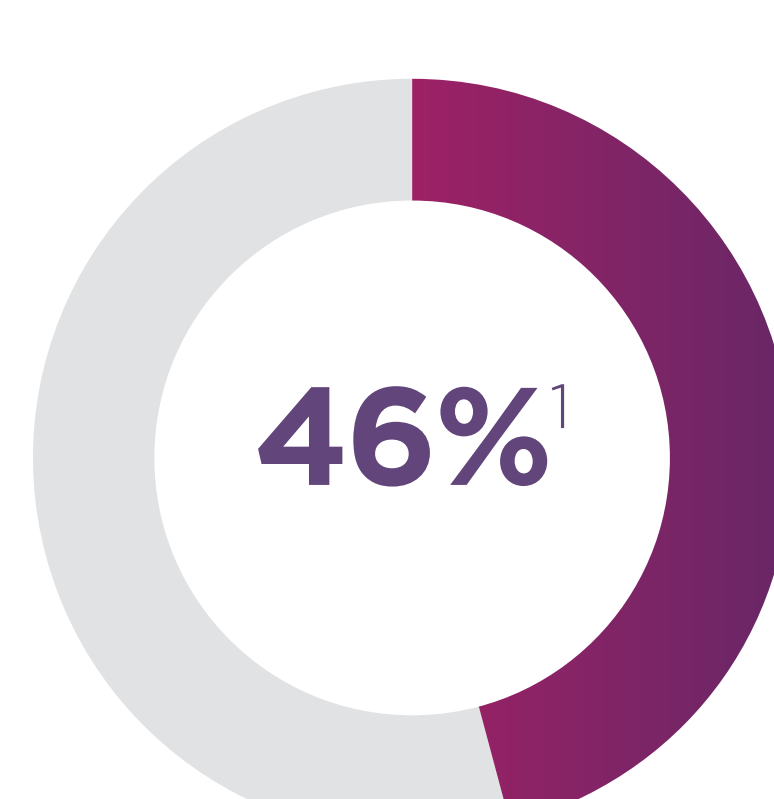
### REALITY CHECK

- ✓ The top 5 reasons to visit stores remained the same between 2019 and 2021.
- ✓ Despite COVID-19, enjoying the act of shopping and people interaction remained in the top 5 position.
- ✓ Customers want to come into your store!

## Top 5 Consumer Frustrations While Shopping

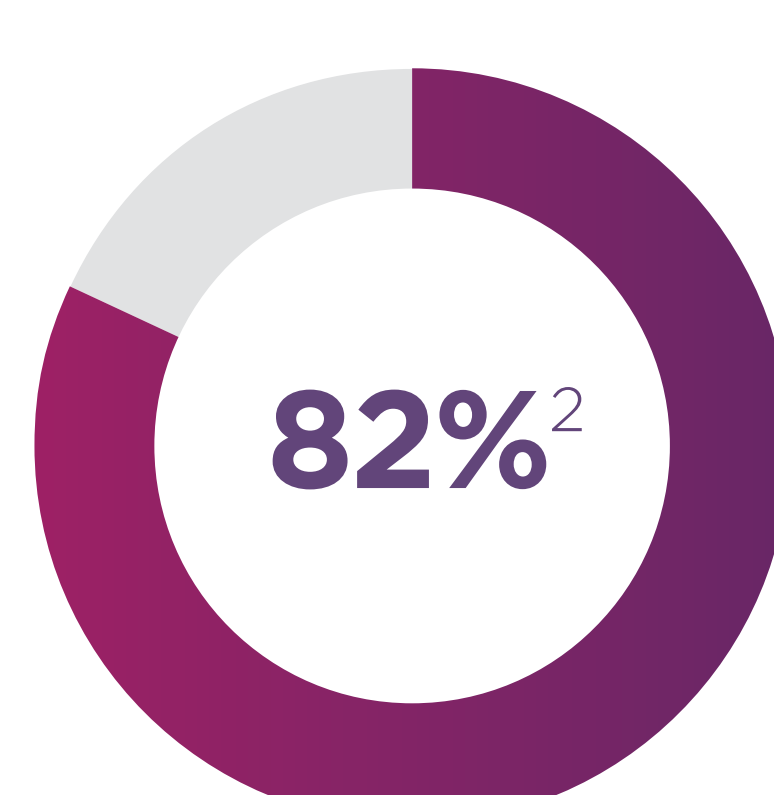


### Australian shoppers are open to checkout automation



Almost half of Australian grocery shoppers generally prefer self-checkout.

<sup>1</sup>Base: All respondents, May 2021

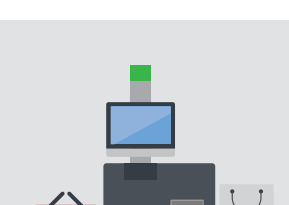
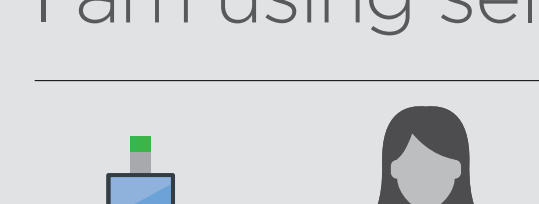
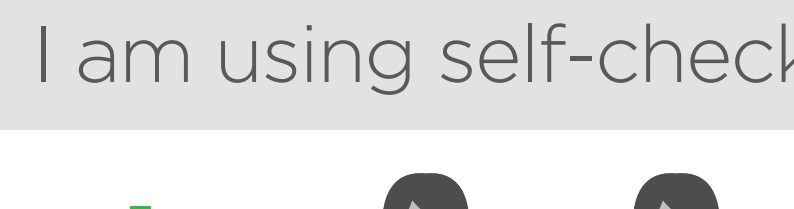




82% of Australian grocery shoppers that use or are interested in using a mobile device in store today also use or have interest in using the device to self-scan their items and finalize payment at a self-checkout.

<sup>2</sup>Base: Respondents that are at least interested in using a mobile device - smartphones or retailer owned devices - in store, May 2021

## Opportunity for Retailers

Improve customer experience by focusing staff resources on solving other frustrations with better in-store service.

	MAY 2021	MARCH 2021	
 I am using self-checkout in almost every shopping trip	46%	43%	Over <b>60%</b> of Australian SCO users use self-checkouts in at least half of their shopping trips.
 I am using self-checkout in about 1 in 2 shopping trips	19%	19%	
 I am using self-checkout in about 1 in 3 shopping trips	16%	19%	
 I am using self-checkout in about 1 in 5 shopping trips	11%	9%	
 I am using self-checkout in about 1 in 10 shopping trips	5%	7%	

Source: Nielsen Grocery Shopping and Technology Survey commissioned by Diebold Nixdorf, Online Survey carried out in December 2019, March 2021, May 2021. Australia: May 2021 n = 1,001. We asked: When shopping in the stores, how often do you use any kind of a mobile device (e.g., smartphone or a retailer's personal self-scanning device)? Answer options given separately for Smartphone / Retailer owned Personal Self-Scanning Device: [Almost] every time when shopping in store / Sometimes / Rarely / Never, but I am very interested in using a mobile device - smartphones or retailer owned devices - in store, May 2021

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