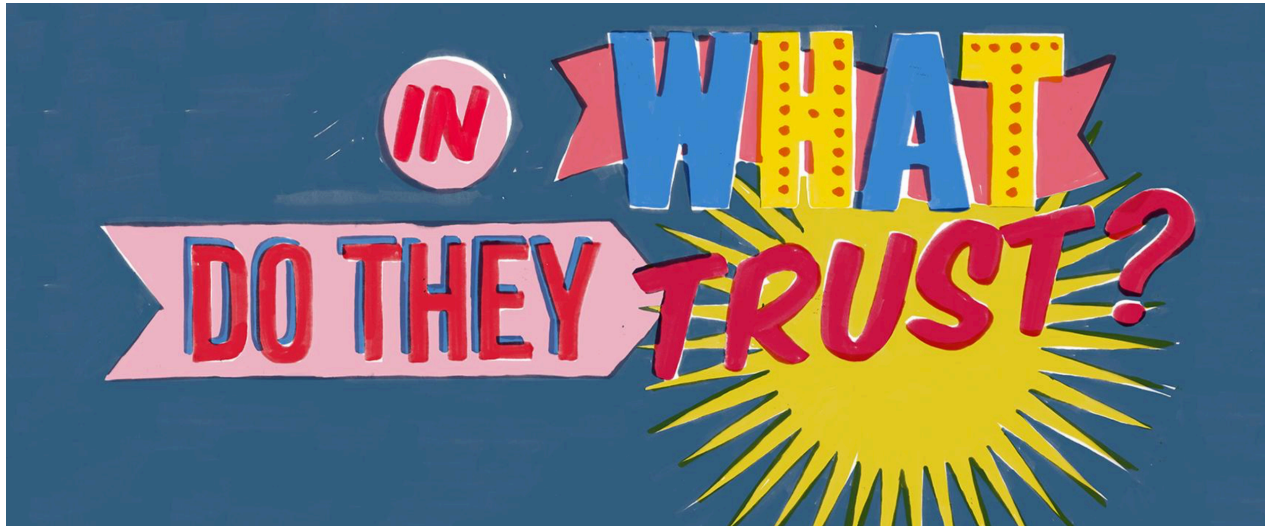


RETAILERS

Consumers Rate Top Retailers: In What Do They Trust?

WGB/BrandSpark study reveals top attributes of retailers and a ranking of which are doing it best By Meg Major on Feb. 08, 2018



While the spate of developments over the past 20 months have given rise to a new retail food world, the majority of consumers remain heavily invested in their food and household purchases—as well as the retailers for which they most frequently turn to fulfill their needs. And though the grocery sector remains relatively unaffected—for now—by the uptick of online competition, the onus is squarely upon retailers to discern and deliver the goods and services deemed most important by a diverse and increasingly demanding consumer.

To that end, part two of *Winsight Grocery Business*' and BrandSpark International's Most Trusted Food Retailers exclusive research dissects the foremost factors that are most profoundly informing consumer perceptions of preferred grocers, alongside a comparative ranking of the factors found to be most influential for imparting loyalty and a satisfying shopping experience.

An assessment of the top 21 most important attributes offered by food retailers depicts very few surprises. The usual suspects—price, value, fresh produce, fresh meat and location—are all viewed as significant among 70% of the national panel of 2,488. Conversely, the attributes that were plotted as less important must-haves—such as specialty foods, digital media, pharmacy and curbside pick-up—belie the priority many retailers are ascribing to those very same areas.

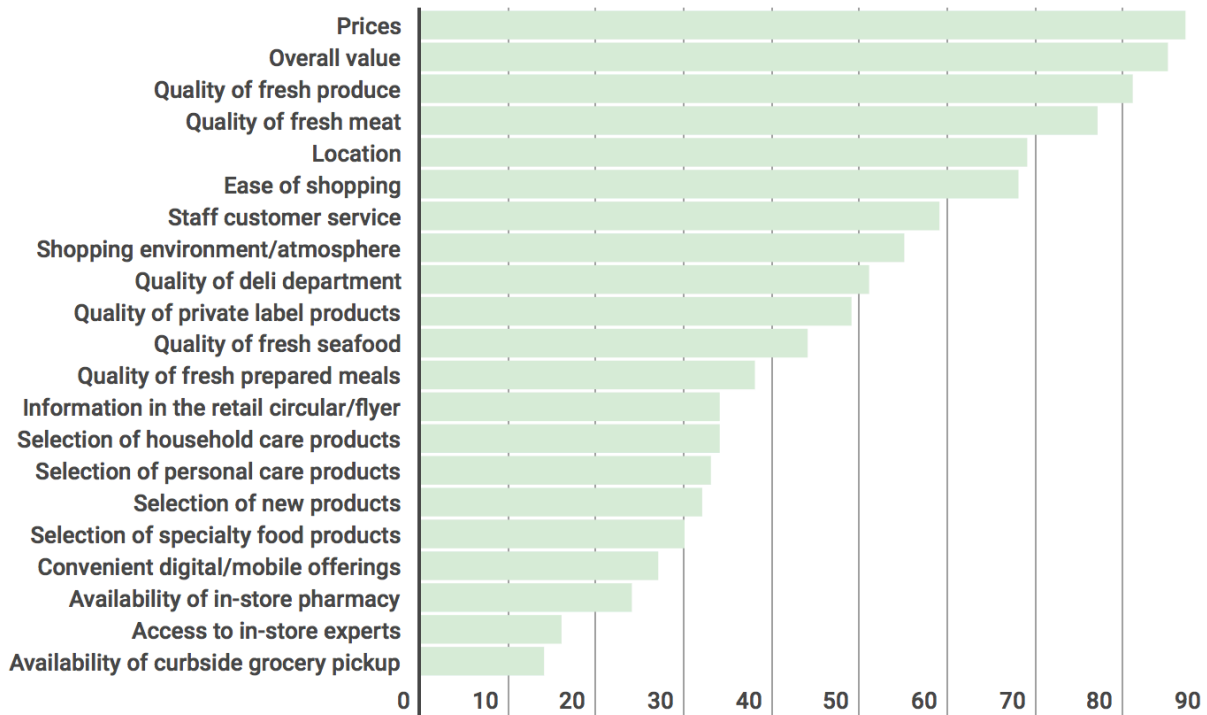
While fresh produce and meat flip-flop as the first and second most influential departments in the clear majority of industry studies, the former held sway as the most important in-store attraction for six out of every 10 visits to a food store in the first-ever national survey identifying **America's Most Trusted Food Retailers**. The same percentage of consumers (six in 10) professed a willingness to pay more for top-quality produce, while eight in 10 agreed, "It is a must that a grocery retailer have a good selection of fresh produce year-round."

The 15 retailers which scored highest for their “core fresh” produce and meat quality credentials are Wegmans, Whole Foods Market, Publix, H-E-B, Giant Eagle, Kroger, Sprouts Farmers Markets, Stop & Shop, Price Chopper, Harris Teeter, The Fresh Market, ShopRite, Hy-Vee, Meijer and Trader Joe’s.

In What Do They Trust data is the second of a three-part series of exclusive BrandSpark research conducted for WGB. Part one exploring the Most Trusted U.S. Food Retailers appeared in WGB’s November 2017 issue. Up next in part three: grocery e-commerce and the various attributes shoppers place when shopping online for food/groceries.

Grocery Store Attribute Importance

When asked to rate the importance of various features, shoppers are most likely to cite price as very important, while fresh produce and meat are the next two top tablestakes’ attributes.



Fresh Satisfaction Leaders

Leading brick-and-mortar retailers' fresh departments continue to define the underpinnings of their overall brand and destination offerings for shoppers, who equate the top-performing retailers below with excellence in seafood, deli and prepared foods.

	Quality of fresh produce	Quality of fresh meat
Wegmans	1	1
Whole Foods Market	2	3
Publix	4	2
H-E-B Grocery	5	4
Giant Eagle	6	5
Kroger	11	9
Sprouts Farmers Markets	3	7
Stop & Shop	13	11
Price Chopper	9	6
Harris Teeter	18	16
The Fresh Market	19	8
ShopRite	15	14
Hy-Vee	14	15
Meijer	8	13
Trader Joe's	7	12
Giant Food	12	21
Safeway	16	18
Food Lion	10	10
WinCo	20	17
Albertsons	21	20
Winn-Dixie	23	19
Ralph's	17	23
Shop 'N Save	24	26
IGA	25	24
Walmart	27	28
Smart & Final	28	25
Aldi	22	27
Save-A-Lot	26	22
Target	29	29
Grocery Outlet	30	30