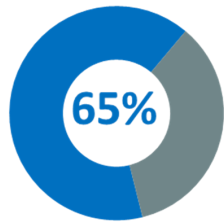


THE MALE SHOPPER

THE AVERAGE GUY AT THE GROCERY STORE

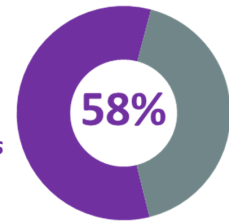
Don't underestimate the importance of the male shopper. More men are shopping frequently and making just as many monthly store visits as women. **Men and women** average **15** visits a month.



Shop at least twice a week
(Avg. 3 channels a week)



Shop at least twice a week



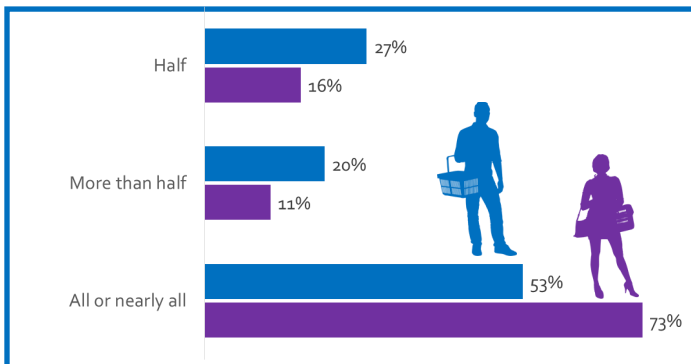
(Avg. 3 channels a week)



Men tend to shop the club, convenience and online channels more than women, in part because these channels allow them to quickly purchase what they need.

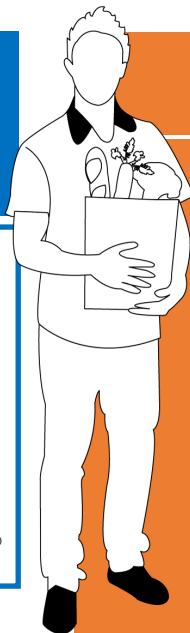
Only about half of male shoppers make most or all of the household grocery-buying decisions

How much of your household's shopping for groceries are you responsible for?



A few facts about the average guy at the grocery store

- Almost half of all primary shoppers are male (47%).
- Men prepare less for their shopping trips; less than half (48%) make a list prior to shopping.
- When shopping, the average guy in the grocery store definitely prefers a "grab-n-go" approach.
- Don't mistake male shoppers' lack of planning and "grab-n-go" trips for a willingness to accept items of lesser quality with higher price tags. More males are becoming interested in quality food, artisan products, ethnic flavors and restaurant-inspired cooking.



Source: Food Shopping in America 2014 report, The Hartman Group

