

Winning Where It Counts:
Why ShopRite
Leads in Shopper
Satisfaction



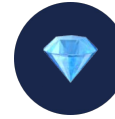


Summary



ShopRite wins across all four pillars of shopper satisfaction,

leading on Execution and Assortment, with strong differentiation in Price and Product perception.



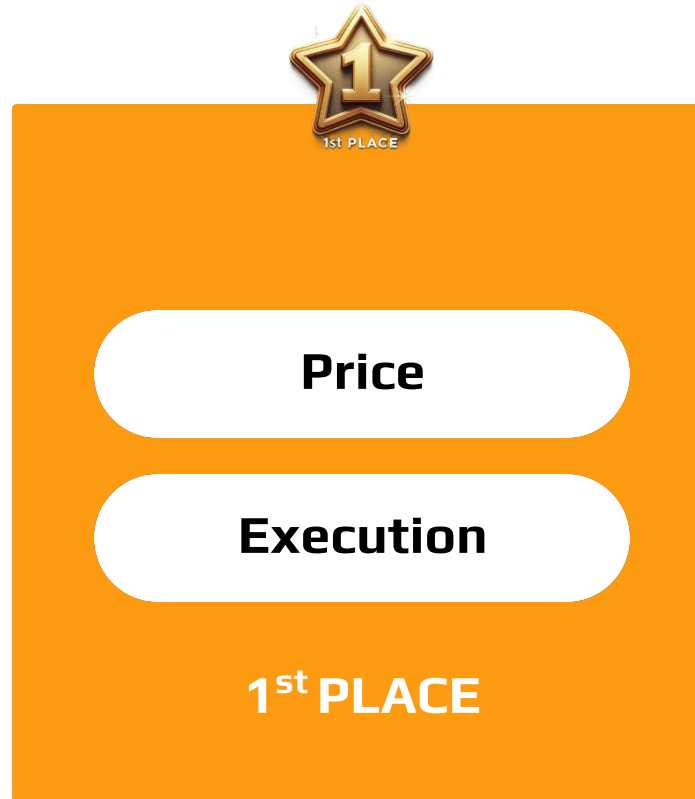
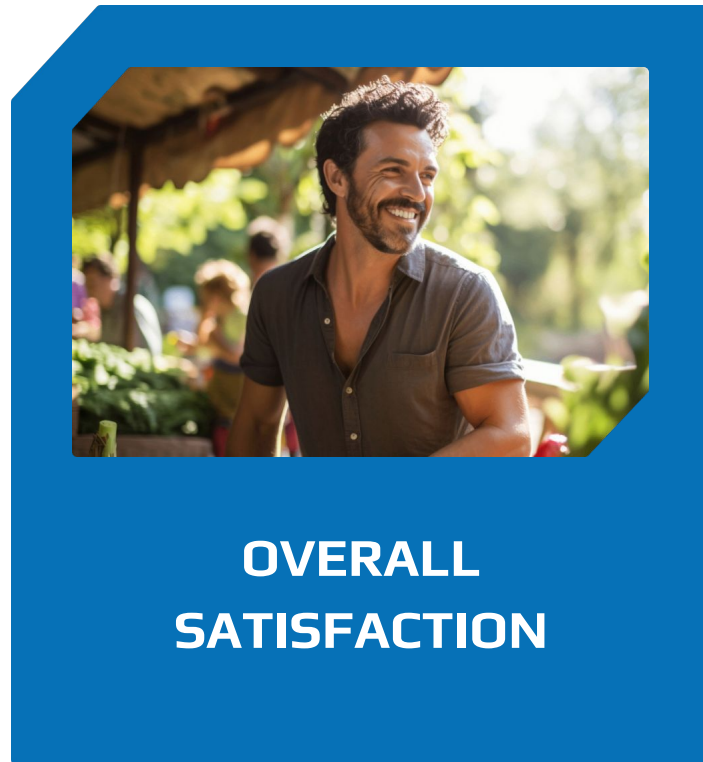
The retailer stands out by delivering value where shoppers least expect it: outperforming on Price and Product Satisfaction in departments like HABA, Baby, and Snacking, not just fresh and center-store.



ShopRite creates a seamless and satisfying in-store experience through strong navigation, intuitive layouts, trusted brands, and a touch of innovation, driving loyalty through everyday excellence and trip enjoyment.



ShopRite Leads the Way in Shopper Satisfaction - Ranked #1 Grocery Brick & Mortar Retailer





What do we track at ShopRite?

In 2024, we surveyed:


3,769

ShopRite Shoppers

108

ShopRite Categories

Those Categories rollup into 15 Departments:

 Alcohol	 Frozen	 Meat
 Baby	 Gen Merch	 Paper
 Bakery	 Grocery	 Pet Care
 Beverages	 HABA	 Produce
 Dairy	 Household	 Snacking



How do we define Overall Satisfaction?



OVERALL SATISFACTION

4 PILLARS

Price

Product

Assortment

Execution

Weighted by Importance

19 LEVERS

PRICES
BEST VALUE
EDLP
OFFERS

PREMIUM
QUALITY
HEALTHY CHOICES
NATURAL/ORGANIC
FRESH
ENVIRONMENTAL
USA MADE

INNOVATION
RANGE
BRANDS

LAYOUT
OOS
ENJOY
NAVIGATION
STAFF



Price

Not Just Low Prices - ShopRite Offers Shoppers More Ways to Save

Price Levers Satisfaction Food Brick & Mortar vs ShopRite



What ShopRite does differently

- ShopRite wins on perception of Price and Offers - not just strategy**
The biggest outperformance are on Price and Offers (+6 pts each). Shoppers appreciate ShopRite's active pricing, via promotions, and advertised deals.
- ShopRite balances promotion and everyday pricing**
ShopRite scores above average on EDLP as well (+5 pts), suggesting they aren't just promotion-driven: shoppers also believe regular prices are fair. That's rare: retailers often score well on either promotions or EDLP, not both.



Price



ShopRite wins on Price by offering value where shoppers least expect it

Categories like HABA, Baby, and Snacking aren't usually associated with value, but ShopRite closes the gap, reshaping perceptions and growing trip relevance.

Departments with the biggest outperformance for **Price Satisfaction** compared to Food Brick & Mortar Retailers:

SATISFACTION SCORE INDEX VS FOOD B&M

122



HABA

122



Beverages

121



Snacking

What ShopRite does differently

- **ShopRite brings value to categories that are often overlooked by competitors**

HABA, and Snacking are typically less price-competitive at traditional grocers. Shoppers may not expect value here - but ShopRite overdelivers, creating a perception edge.

- **They compete hard in high-margin, impulse, or cross-shopped categories**

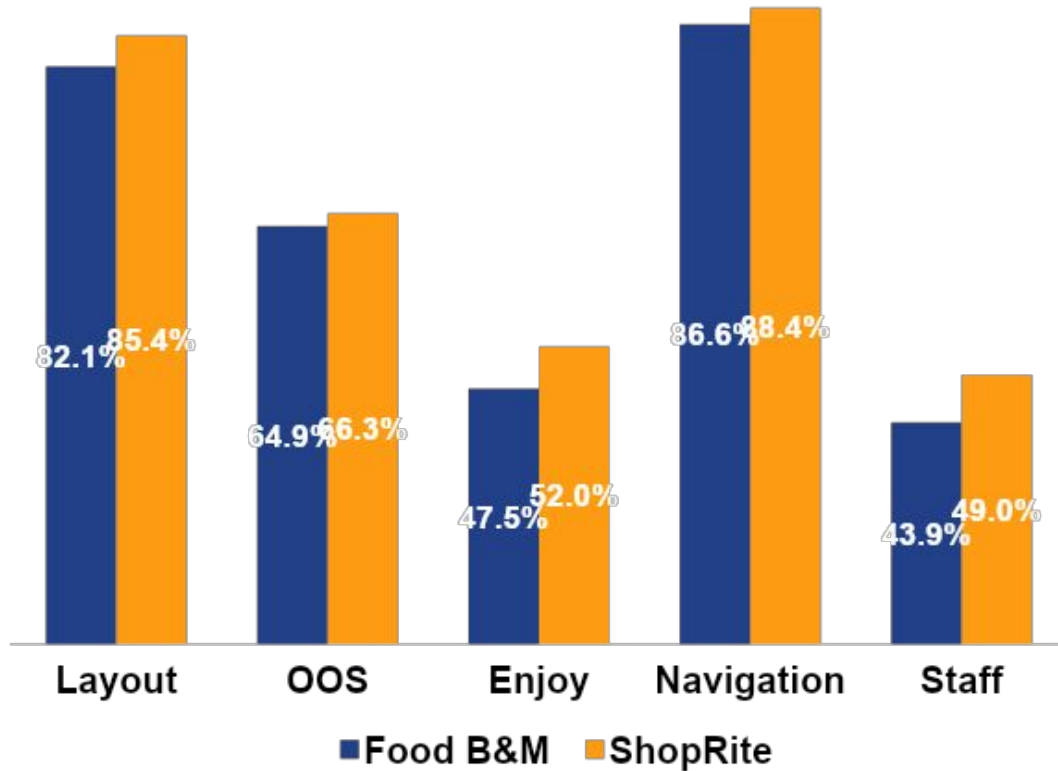
Snacking and Beverages are emotionally-driven and frequently cross-shopped with other retailers (e.g. Walmart, club, dollar stores). Winning on price here helps defend trips and drive basket growth.

Source: Shopper Intelligence Survey; 12 months to end of Q4 2024; % of Shoppers who agreed or strongly agreed; 41639 Food Brick & Mortar Shoppers, 3769 ShopRite Shoppers



Execution

ShopRite's Execution Edge: Easy, Enjoyable, and Human



What ShopRite does differently

- **ShopRite nails the basics, and builds from there**
Already-strong scores on **Navigation** and **Layout** show ShopRite makes stores intuitive and easy to shop.
Marginal outperformance here matters - shoppers don't like hunting.
- **Execution edge is emotional, not just functional**
Big outperformance on **Enjoy** (+5) and **Staff** (+5) shows ShopRite makes the trip feel pleasant and personal - an often-overlooked part of store execution.

Source: Shopper Intelligence Survey; 12 months to end of Q4 2024; % of Shoppers who agreed or strongly agreed; 41639 Food Brick & Mortar Shoppers, 3769 ShopRite Shoppers



Execution

ShopRite leads where good execution is least expected

Strong outperformance in **Alcohol and Paper** shows ShopRite delivers a smooth, reliable shopping experience across the entire store, not just the core food aisles. **Layout, Out-of-Stocks, and Navigation** drive ease in both sensory and functional categories.

Departments with the biggest outperformance for **Execution Satisfaction** compared to Food Brick & Mortar Retailers:

SATISFACTION SCORE INDEX

114



Alcohol

110



Bakery

109



Paper

What ShopRite does differently

- **Execution isn't just about fresh or fast: ShopRite nails the 'hard-to-win' aisles**

Alcohol and Paper are often neglected in-store, with minimal staff or signage. ShopRite outperforms in these areas, suggesting better shelf layout, easier navigation, or product availability where others drop the ball.

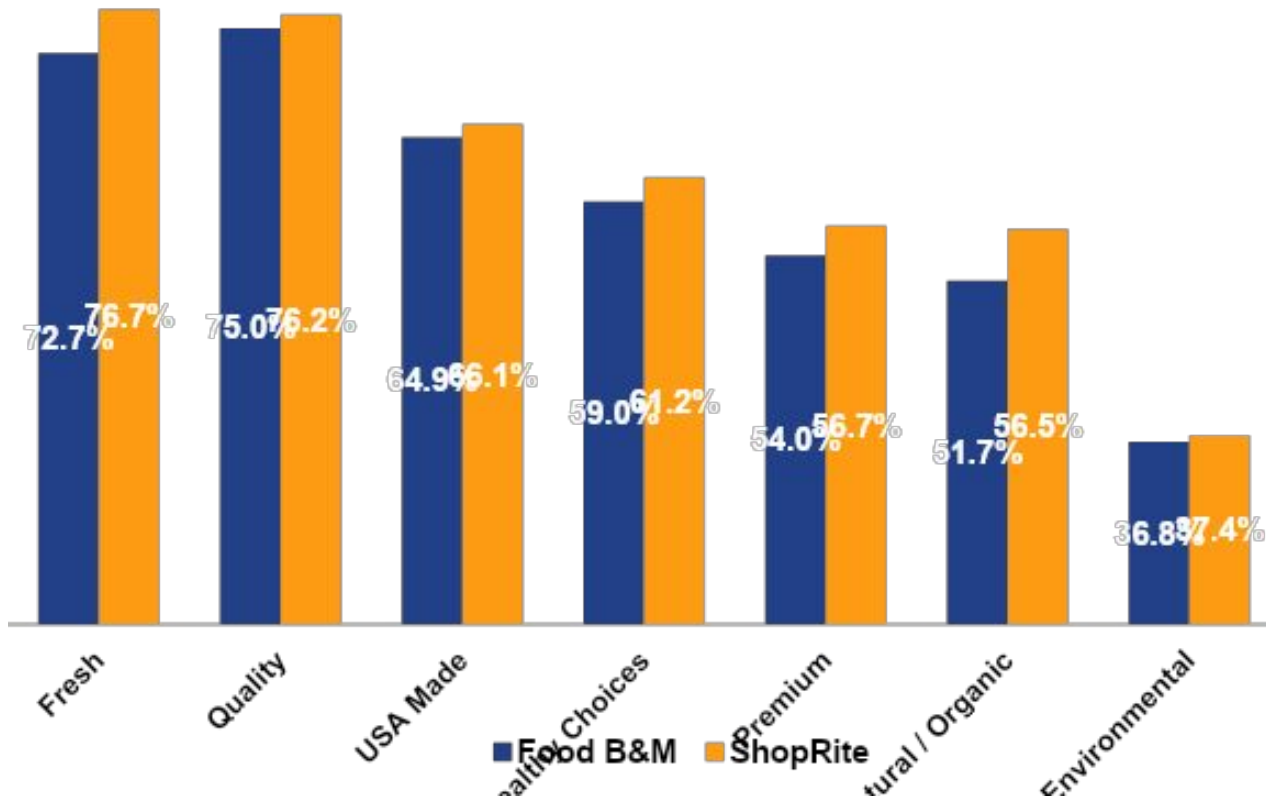
- **They make the in-store experience smooth across the entire store**

Paper and Bakery are very different experiences - one is functional, the other emotional - and ShopRite scores big in both. This suggests excellence in layout, staff presence, and enjoyment, regardless of category type.



Product

ShopRite Outperforms on Freshness, Quality, and Wellness



What ShopRite does differently

- **ShopRite wins by delivering freshness and credibility**

The strongest levers are Fresh and Quality, where ShopRite is either matching or modestly ahead of B&M. These are foundational to shopper trust and core to Product Satisfaction.

- **Better performance in 'premium' and 'health' signals balanced product appeal**

ShopRite slightly outpaces B&M on Premium, Healthy Choices, and Natural/Organic - indicating it isn't just about staples, but also about upmarket and better-for-you options. This positions ShopRite as relevant to both mainstream and mission-led shoppers.



Product



ShopRite's Product Satisfaction Edge: Health, Indulgence, and Premium Quality

Leading with Alcohol, Snacking, and Beverages, ShopRite's product strength isn't limited to fresh — it extends to categories where premium cues, brand variety, and indulgence matter.

Departments with the biggest outperformance for **Product Satisfaction** compared to Food Brick & Mortar Retailers:

SATISFACTION SCORE INDEX VS FOOD B&M

120



Alcohol

111



Snacking

108



Beverages

What ShopRite does differently

- **ShopRite Shines in Unexpected Categories**

Alcohol, Snacking, and Beverages top the list categories often driven by premium and indulgent offerings. ShopRite's ability to outperform suggests that product variety, brand selection, and quality are major drivers of satisfaction.

- **ShopRite Blends Value and Premium**

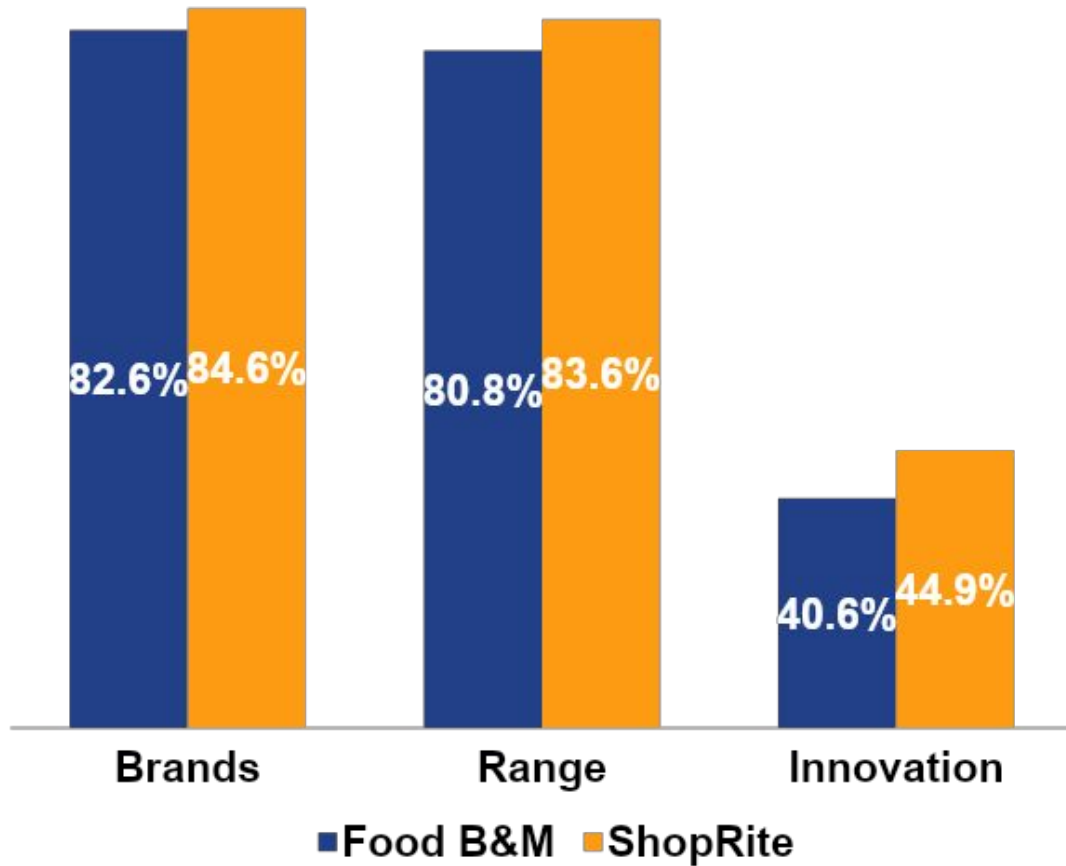
ShopRite isn't just competing on price but it's competing on value where it counts: in categories where shoppers seek both premium quality and affordable pricing. ShopRite delivers an experience where shoppers feel they get more for their money.



Assortment



ShopRite's Assortment Strength Is in Balance and Relevance



What ShopRite does differently

- **ShopRite delivers dependable breadth and brand choice**
High and nearly universal satisfaction with Brands and Range (Choice) suggests ShopRite matches or slightly outpaces competitors in terms of coverage. Shoppers see ShopRite as a place where they can get what they want - both favorites and variety.
- **Innovation is a point of differentiation**
The biggest gap is in Innovation (+4 pts), a lever where B&M retailers often struggle. ShopRite is doing more to rotate in newness, trend-led products, and more local products driving significant outperformance.

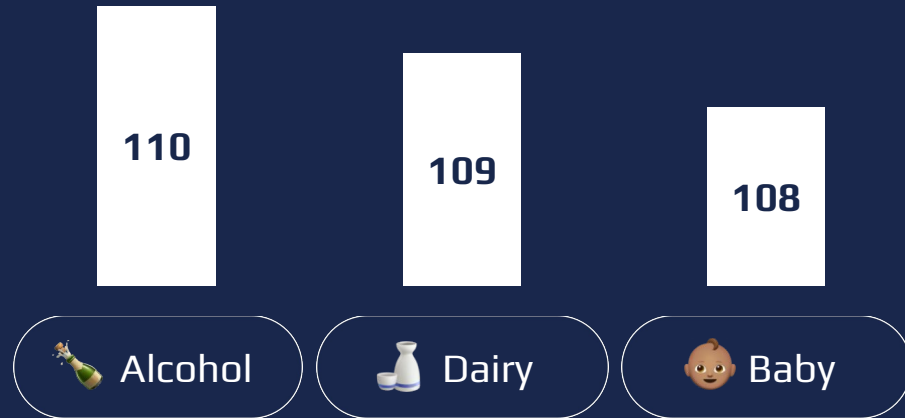


Assortment

ShopRite Wins on Assortment Where Choice Matters Most

Departments with the biggest outperformance for **Assortment Satisfaction** compared to Food Brick & Mortar Retailers:

SATISFACTION SCORE INDEX



What ShopRite does differently

- **ShopRite's Assortment Edge Goes Beyond the Obvious**
While most grocers drive assortment perceptions in fresh or grocery staples, ShopRite delivers unexpected wins in Alcohol and Baby. These categories require depth, and tailored selection and ShopRite appears to customize to shopper needs better than its peers.
- **Alcohol & Baby Signal Premium and Personalization**
Alcohol often wins when retailers carry local brands, craft SKUs, or premium options, suggesting ShopRite leans into discovery and indulgence. **Baby** is a high-consideration category, where availability of trusted brands, organic options, and innovation matters. This points to shopper confidence and strong SKU curation.

Source: Shopper Intelligence Survey; 12 months to end of Q4 2024; % of Shoppers who agreed or strongly agreed; 41639 Food Brick & Mortar Shoppers, 3769 ShopRite Shoppers



Where to Play and How to Win Like ShopRite



Reframe your value story beyond price points

Prioritize pricing in fresh, wellness, and impulse categories (e.g. HABA, Baby, Beverages) where shoppers aren't expecting value as that's where ShopRite earns trust and surprise.



Elevate emotional connection, not just functional delivery

Boost product perceptions through freshness, quality, and health cues, and make shopping enjoyable in categories where others are purely transactional.



Audit assortment for relevance, not just breadth

Ensure your range includes trusted brands, meaningful local choices, and even small-scale innovation, especially in categories like Frozen, Snacking, and Alcohol where ShopRite leads.



Invest in the in-store experience where it's often ignored

Improve layout, navigation, and staffing in underappreciated departments (e.g. Alcohol) to drive overall execution satisfaction.





Want to learn more?



Jason Smith

Managing Director – USA

Cell – 916.501.7525

Jason.Smith@shopperintelligence.com

Book a Demo:

Jason Smith

Click [here](#) or scan:



Erika Reid

Category & Insights Director

Cell – 831.359.8889

Erika.Reid@shopperintelligence.com

FREE download:

2025 Shopper Satisfaction Report

Click [here](#) or scan:

