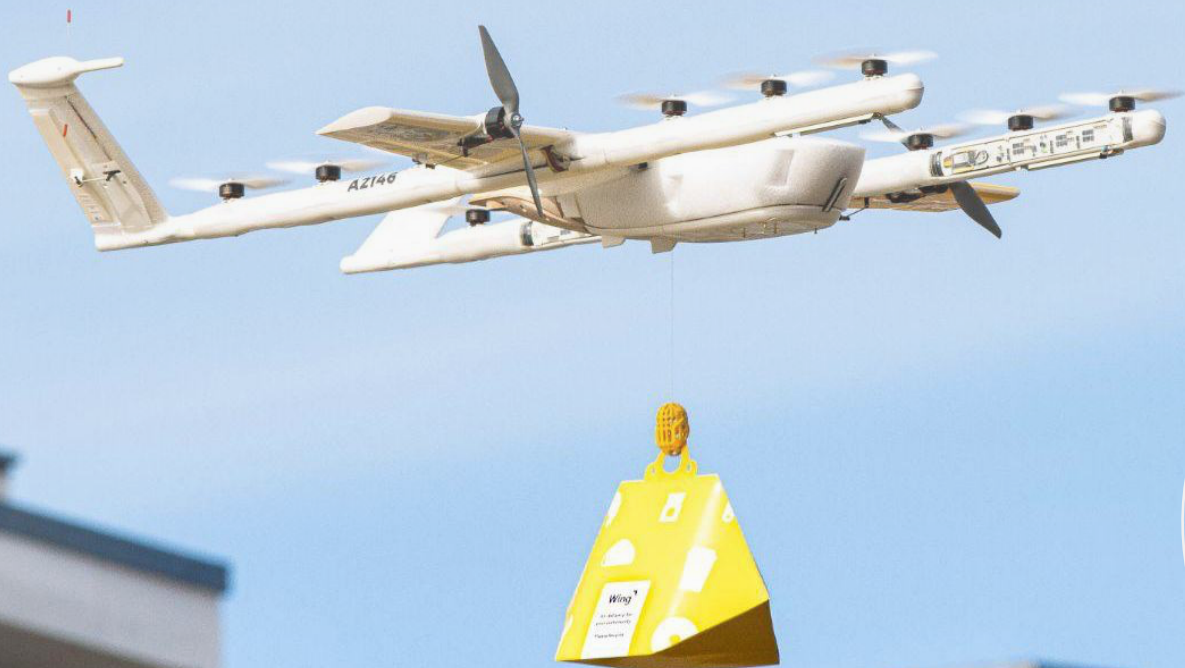




Beyond the Aisle: The 2024 State of Grocery Shopping and Delivery

The future of groceries is up for grabs. Evolving consumer behavior reveals that the shopping status quo isn't as entrenched as it seems. Discover why delivery-curious shoppers are poised to become delivery-diehards—and why **58% of Americans are eager to use "fast mile" drone delivery for their grocery needs.**





A majority of Americans head to the grocery store at least once a week—but they’re ready for something new.

Shoppers seem to be stuck in the patterns of the past. But dig deeper into evolving consumer sentiments, and you’ll find a new generation of preferences beyond pushing shopping carts up and down aisles. Evolving consumer behaviors suggest the status quo won’t be good enough for long.

Online grocery sales are gaining serious momentum, and will account for 19% of e-commerce orders by 2026, according to [Insider Intelligence](#). And as you’ll discover in this report, 50% of Americans are getting their groceries delivered at least once a week. At the same time, the in-store shopping experience is [severely declining](#); crowds, long lines, and

unavailable inventory are the biggest pain points for 82% of shoppers.

Why, then, are so many still sticking with in-store grocery shopping? What will convince the delivery-curious to become delivery-diehards? To answer these questions, **we polled a group of 5,000 consumers nationwide to better understand the state of grocery shopping and their delivery preferences.**

Our findings determined that there’s clear demand for affordable, fast grocery delivery, and a growing expectation for ultra-fast fulfillment (delivery within 30 minutes or less), particularly among Gen Z and Millennial shoppers.

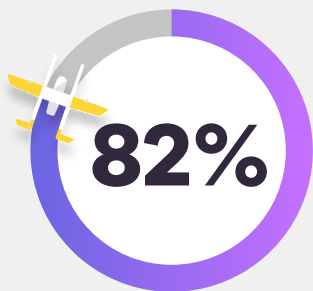
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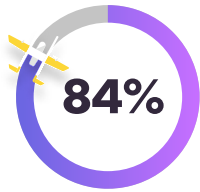
of shoppers name crowds, long lines, and unavailable inventory as their biggest pain points of in-store shopping.

All together, our findings indicate that **there’s a discrepancy between how we currently shop for groceries and how we actually want to shop.** As younger generations increasingly shape consumer behavior, a big question has emerged:

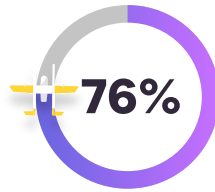
How can retailers prepare to meet their expectations for efficiency and convenience?

Our survey discovered that speed is key to satisfying grocery deliveries

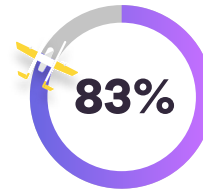
Regardless of their preferred shopping methods,



of shoppers expect grocery orders to be delivered within the same day—and 30% want delivery within the hour.



are willing to pay for ultra-fast delivery of their order within 30 minutes or less.



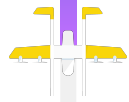
of Gen Z respondents are willing to pay—and spend more—on ultra-fast delivery.

Traditional delivery services are not fast enough to meet customer expectations. Today, 60% of consumers are choosing to shop or pick up orders in-store because they believe it's faster than delivery. But this behavior is poised to shift if delivery services improve and adapt.

That's why the future of grocery shopping lies beyond the aisle.



Delivery is not only crucial to customer satisfaction. It's the next frontier for grocery retailers to master. Dive into the results of Wing's latest report to learn why 81% of consumers expect ultra-fast delivery, and how the instant gratification generation is shaping the shopping habits of the future.



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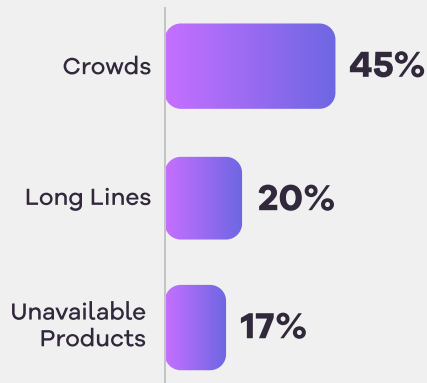
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The pain points of the status quo are real

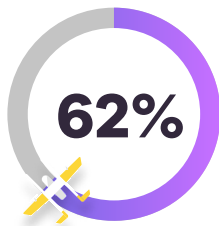
Both in-store grocery shopping and grocery delivery come with unique challenges for shoppers.

The biggest pain points for in-store shoppers



Among respondents who prefer in-store shopping or pick-up to delivery, 62% cite speed as a key factor in their choice.

"Boomerang" trips are common

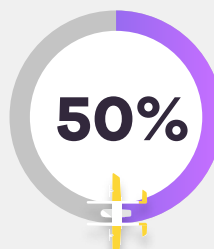


of shoppers say they have to go back to the store to get ingredients they missed or forgot.



The biggest pain points when getting groceries delivered are expensive pricing (37%) and unavailable products (20%).

Grocery delivery is [roughly 10% more expensive](#) than in-store shopping or pick-up, per CNET research.



of respondents who prefer in-store shopping or pick-up do so to avoid delivery fees and tips.

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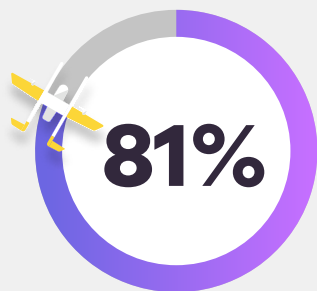
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Consumer habits indicate a clear demand for fast, affordable delivery

An overwhelming majority (84%) of respondents expect online grocery orders to be delivered within the same day—and 30% want it within the hour.



expressed interest in ultra-fast delivery within 30 minutes.

Shoppers interested in ultra-fast delivery



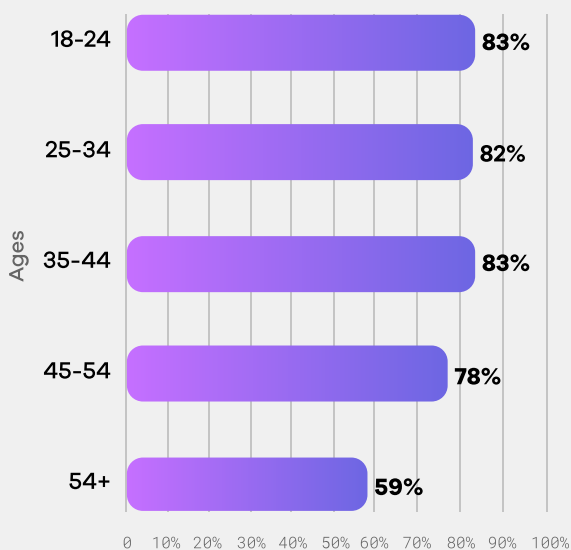
- **Interested**
50%
- **Somewhat Interested**
31%
- **Not Interested**
19%

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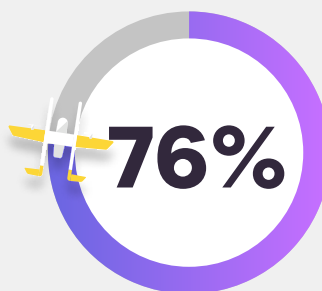
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Percentage of shoppers willing to pay for delivery



Among consumers who prefer delivery to in-store shopping, 54% cite speed as their reason for choosing delivery.



are willing to pay if grocery orders are delivered within 30 minutes.

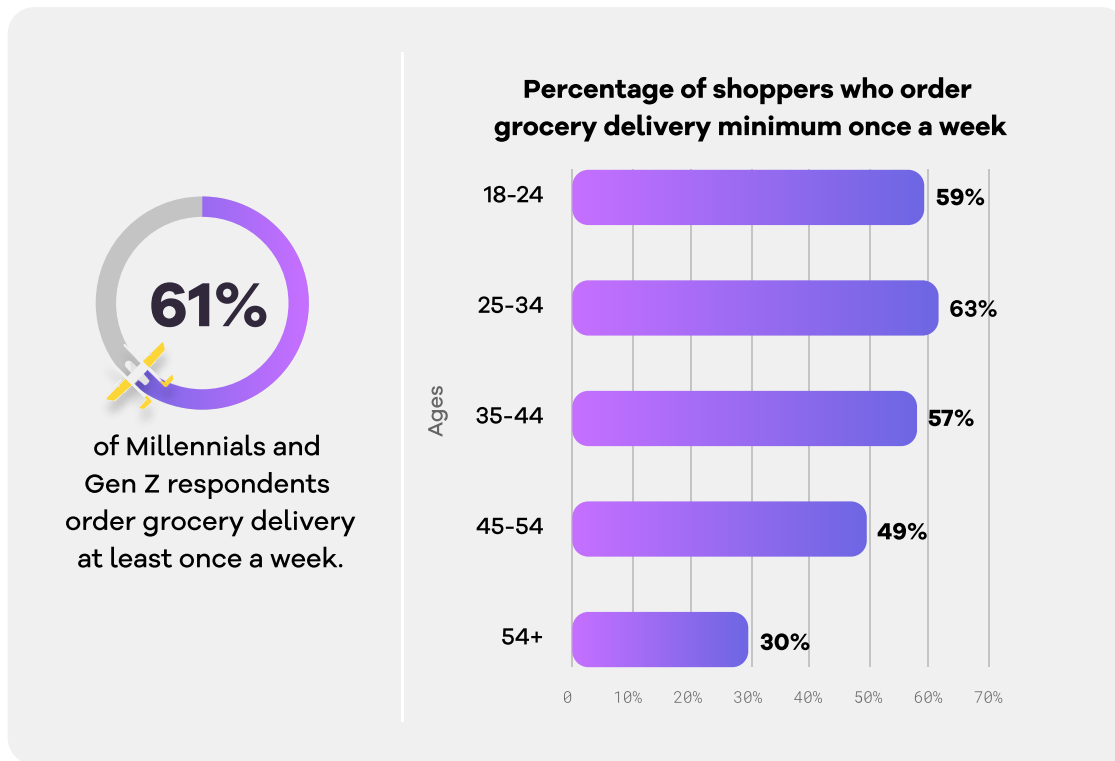
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The instant gratification generation

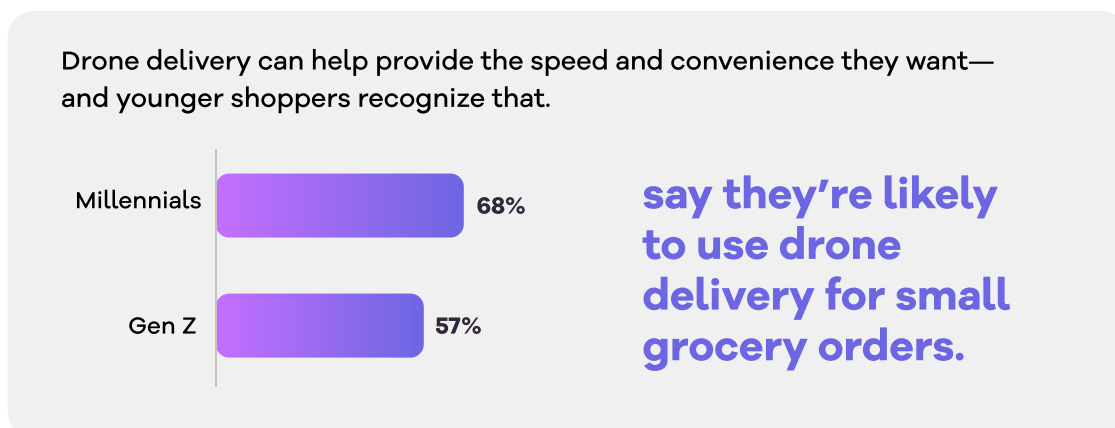
Younger customers are especially interested in ultra-fast delivery—a generational trend that will upend shopping behavior.



83% of Gen Z respondents are willing to pay—and spend more—on 30-minute delivery. That’s a higher share than any other generation.

A sense of efficiency matters to a majority of Gen Z and Millennial consumers, even if it means driving to pick up the order themselves.

These sentiments are supported by existing research on younger shoppers’ spending habits: Gen Z and Millennials are [more likely to splurge](#) on groceries than older generations.



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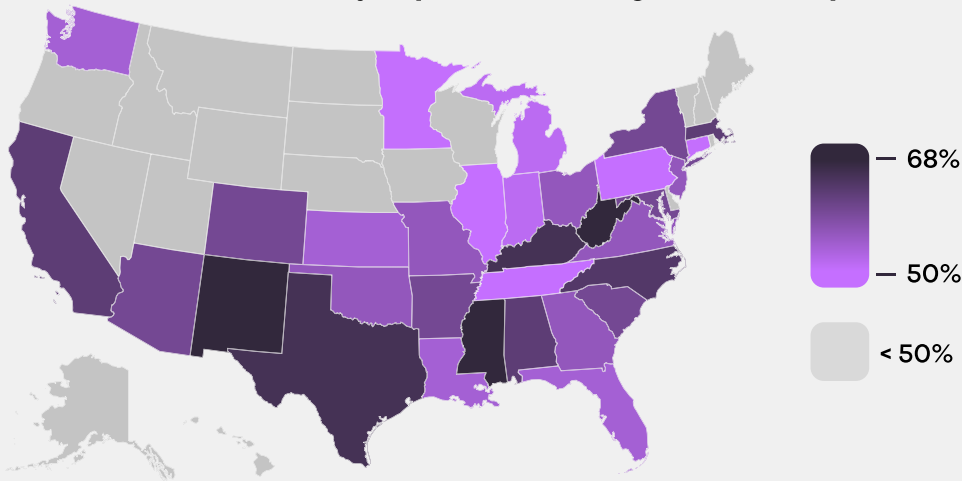
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Consumers nationwide are eager to try drone delivery, and they believe it will change how they shop

With the promise of an ultra-fast, convenient service, drone technology can revolutionize customer expectations and retail logistics.

A majority of shoppers (58%) are likely or very likely to use a drone delivery service if it were available in their community.

States with a majority interest in using drone delivery



Nationwide, among shoppers who never order grocery delivery, 44% say they are open to using drone delivery

20%

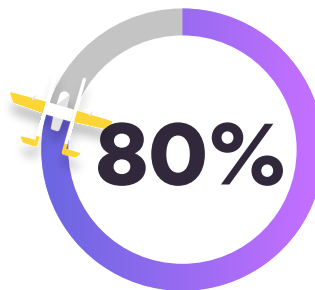
Among respondents unwilling to pay for delivery within 30 minutes or less, 20% are still interested in drone delivery service.

65%

believe that technology has improved their overall shopping experience.

42%

believe that drone delivery will change the shopping experience.



80% of respondents who are likely or very likely to use drone deliveries are open to paying at least \$3-\$5 for delivery within 30 minutes or less.

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A grocery shopping and delivery inflection point is underway.

When a customer gets in their car to head to the grocery store, they don't typically expect convenience.

Some are bound to the old-time tradition, but a majority have concluded that it's faster—and cheaper—than sitting at home and waiting for groceries to be delivered. Traditional delivery services leave much to be desired, even though customers are clearly eager for ultra-fast delivery and are willing to pay for it.

The shopping status quo can't hold for much longer.

Consumer behaviors are changing, slowly but surely, and Gen Z and Millennial shoppers are already pushing for greater speed and convenience. The challenge for retailers is to bridge the gap between current delivery



capabilities and consumer expectations. With drone delivery expanding its footprint in the US, more retailers will be able to offer a seamless and secure delivery experience that aligns with the impulse for instant gratification.

Methodology

1. Wing surveyed 5,000 online shoppers in July 2024 in partnership with Pollfish.
2. Respondents were composed of a nationally representative sample of U.S. adults aged 18 to 54+.
3. Respondents were asked 17 multiple-choice questions about their grocery shopping and delivery habits.

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