

US Grocers: Assessing Customer Advocacy during Covid-19

Warehouse clubs strengthen in our annual survey of shoppers' willingness to recommend grocery retailers, but pickup services stumble.

Warehouse clubs gain ground

Offering bulk purchases at keen prices, warehouse clubs impressed shoppers early in the pandemic. Yet many other grocers saw their Net Promoter ScoreSM fall.

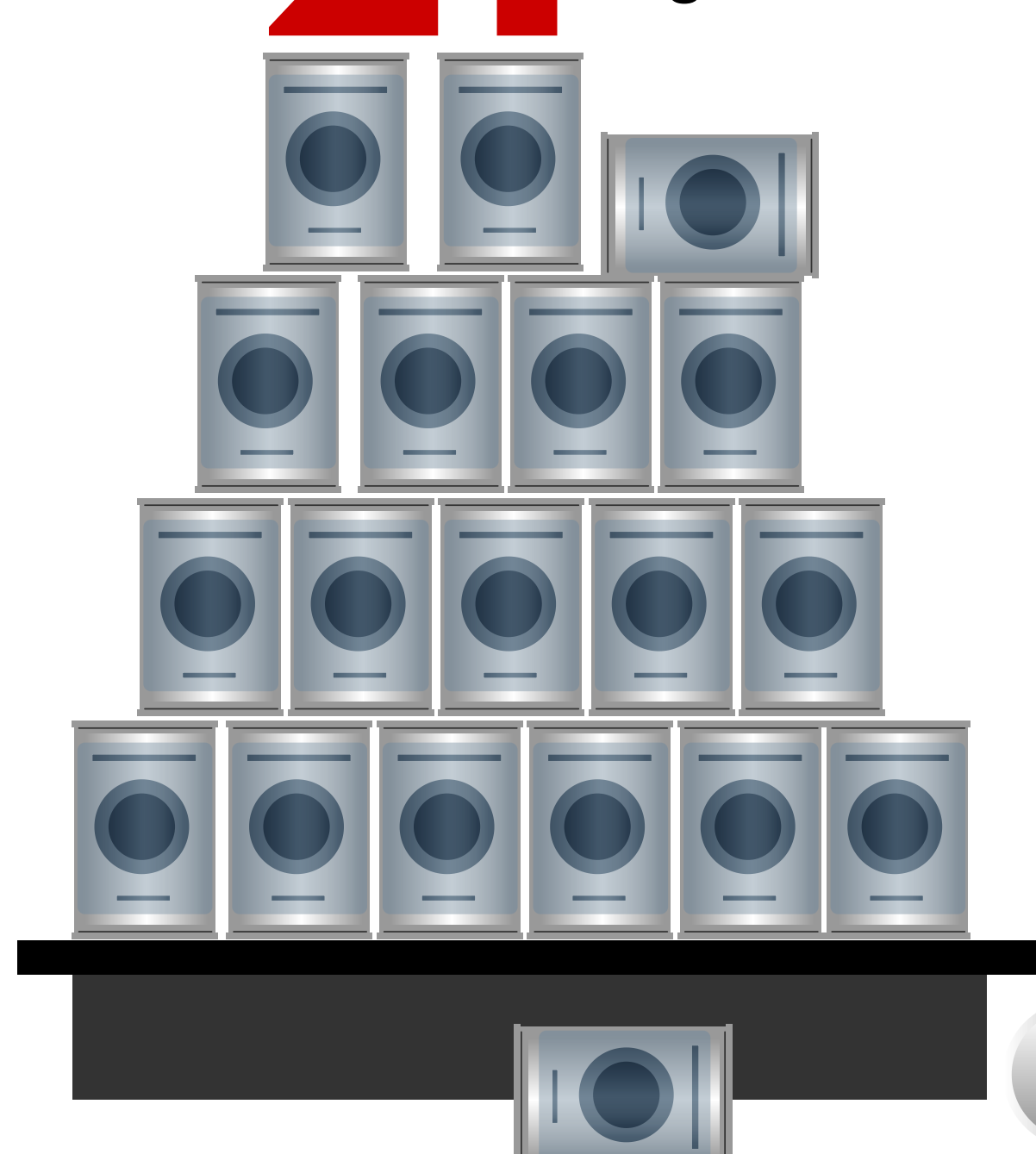
43 Average NPS[®] for club grocers 2020



+7

Average NPS change for club grocers 2019–20

21 Average NPS for all grocers 2020



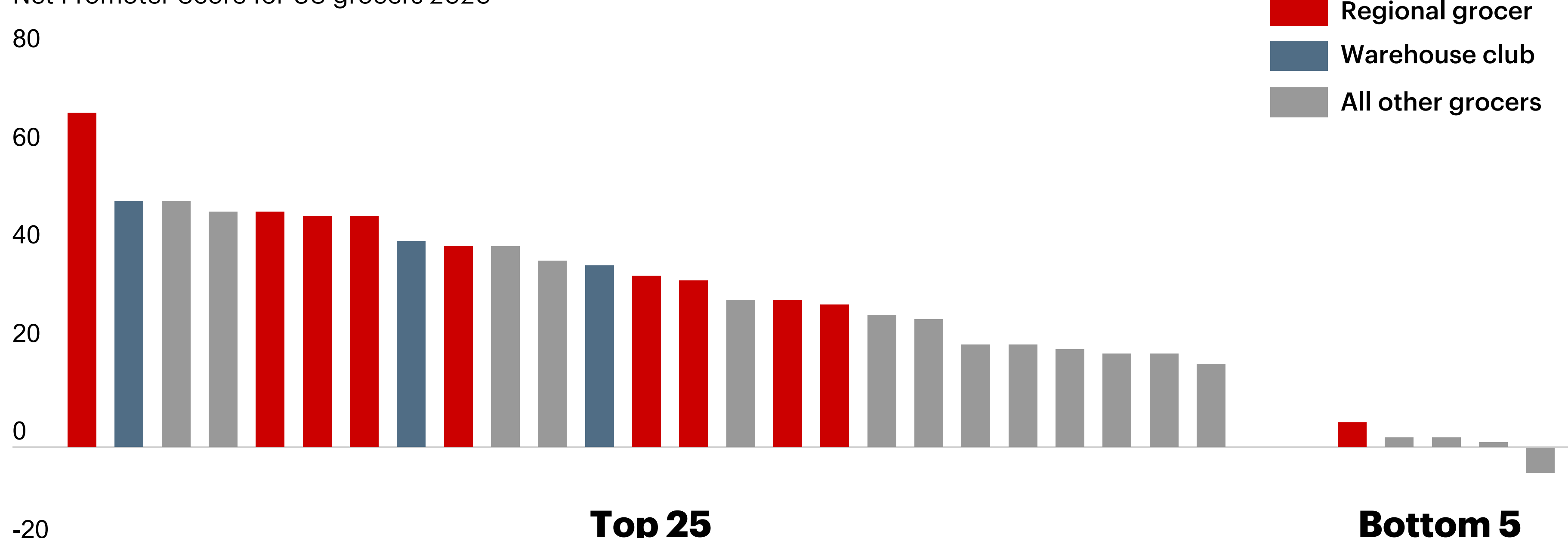
Average NPS change for all grocers 2019–20

-7

Regionals show resilience

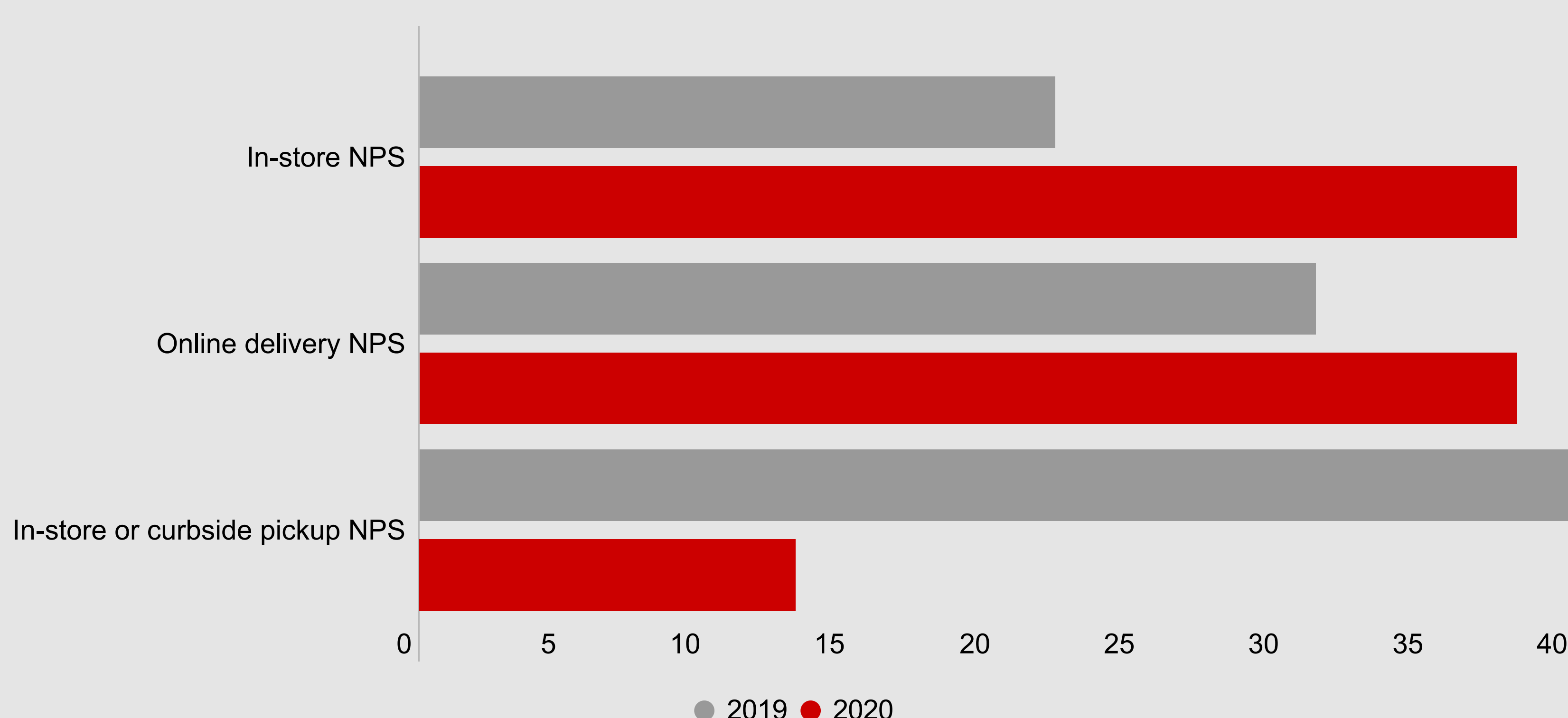
The big three warehouse clubs moved up in our consumer advocacy in grocery ranking, compiled with ROIRocket. Regional grocers dipped but remain a force.

Net Promoter Score for US grocers 2020



Pickup loses promoters

The rapid scaling up of pickup facilities by many grocers led to customer experience glitches—and much lower advocacy scores.



How grocers can deepen customer bonds

