



inmarket insights

Spring 2017  
Loyalty Report:  
**Grocery**

# Overview

At inMarket, we analyze location trends from over 50 million mobile devices per month. This first-party data powers our suite of location-based ad products that segment, retarget and recover customers for our partners. It's also very useful for predicting business performance based on location/store foot traffic over time — and for understanding customer retention.

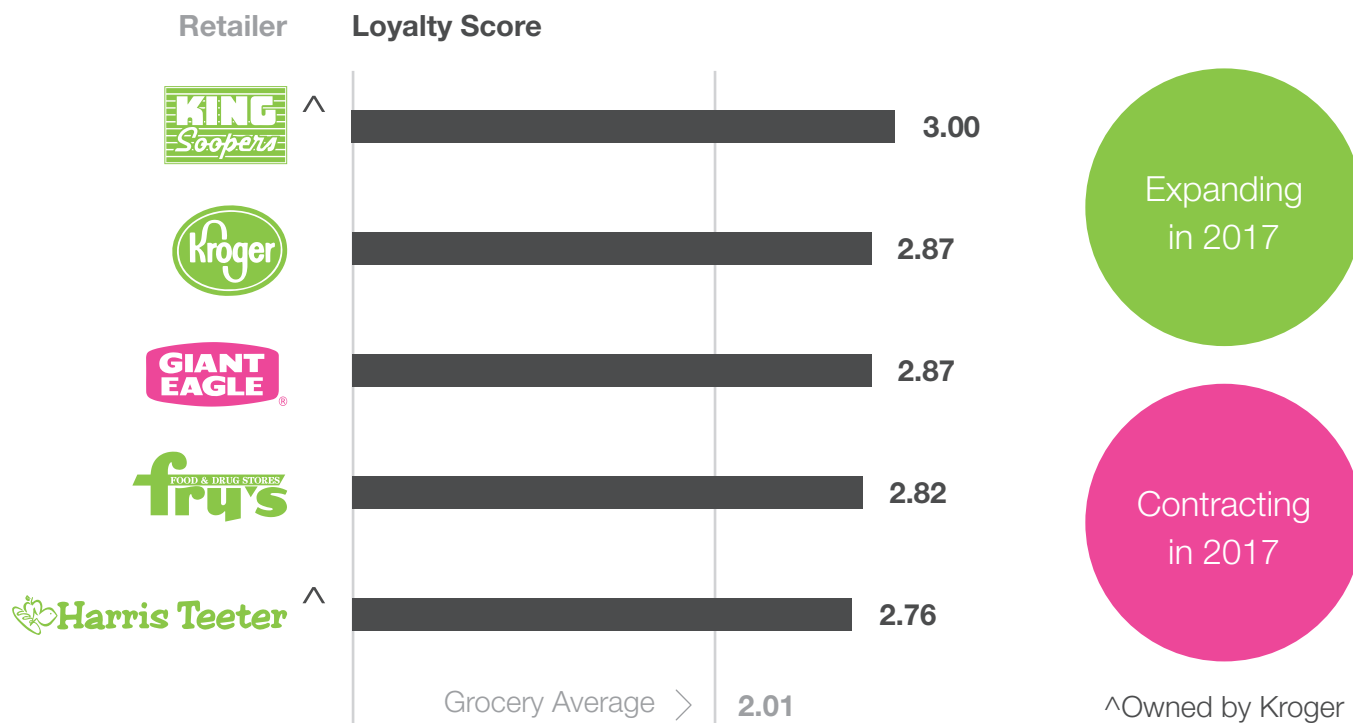
In this Spring 2017 Loyalty Report, we're ranking grocery retailers based on customer loyalty from January through June, 2017. Each retailer is assigned a loyalty score, which is determined by repeat device visitation and is normalized for comparability. For example, a retailer with 1,000,000 visits from 500,000 devices would have a loyalty score of 2, whereas a retailer with 10,000 visits from 4,000 devices would have a loyalty score of 2.5. Note: The average loyalty score for grocery chains in Spring 2017 was 2.01.

From a marketing standpoint, customer retention is cheaper and potentially more lucrative than new customer acquisition. Businesses with high loyalty scores will be healthier and more efficient than their low-scoring counterparts. If you're interested in how these loyalty scores shake out across other business categories (like restaurants or retail), please check out [inMarket inSights](#).

If you have any questions about the Spring 2017 Loyalty Rankings for Grocery, or would like to learn your business's loyalty score, please [contact us](#) today.

## The Top 5 Grocers for Customer Loyalty

These retailers had the most loyal customers in Spring 2017, based on inMarket location data.



Grocery stores have higher customer loyalty than their retail counterparts due to necessity. Consumers simply need to purchase food more often than other retail products. That said, by looking at the grocery category average, we can understand which chains are thriving or struggling in terms of customer loyalty.

King Soopers, the Denver-based chain operating under Kroger, leads all grocers for customer loyalty in 2017 — performing 49% better than average. With a heavy presence on the [Front Range](#) — King Soopers has recently [added new services](#) to many locations — like bistros, sushi bars and full-service delis; toy and clothing sections; and outdoor patio furniture areas in an effort to provide a one-stop shop for consumers.

In our Restaurant inSights report, Cincinnati-based Skyline Chili and Frisch's Big Boy ranked first and third respectively for customer loyalty in the full-service dining category. Cincinnati's loyalty appears to exist across channels as well. For grocery, fellow Cincy business Kroger joins the club, ranking second for most loyal customers thus far in 2017. Despite ranking highly, Kroger has [trimmed](#) its new store expansion plans by 35% — though it is still growing by 1.8% overall this year.

North Carolina's Harris Teeter and Arizona's Fry's Food & Drug round out the top five for customer loyalty in Spring 2017. Harris Teeter is adding [3,000 employees](#) amid expansion, while Fry's is planning to [hire 1,000 additional employees](#) as they grow and thrive.

With four out of the top five grocers for customer loyalty growing in 2017, Pittsburgh-based Giant Eagle is bucking the trend with the [closure of ten stores](#) so far in 2017. Analysts believe that despite above-average customer loyalty, the higher average price point at Giant Eagle could be a critical factor in losing the battle to chains like Kroger, Meijer and Aldi.

For more information on inMarket inSights and the Spring 2017 Loyalty Report for Grocery, [contact us](#) today. To view additional Loyalty Reports, please visit [inMarket inSights](#).

