

Grocery Loyalty

Grocery chains are hungry to increase shopper loyalty, as it can be a key factor in the health of their businesses. inMarket's first-party, SDK derived location insights platform has the ability to reveal these metrics as well as a wide variety of other important consumer trends. In this inMarket inSights Report Card, we rank the 25 grocery chains with the highest customer loyalty indexes using 50 million Comscore-verified monthly active users.

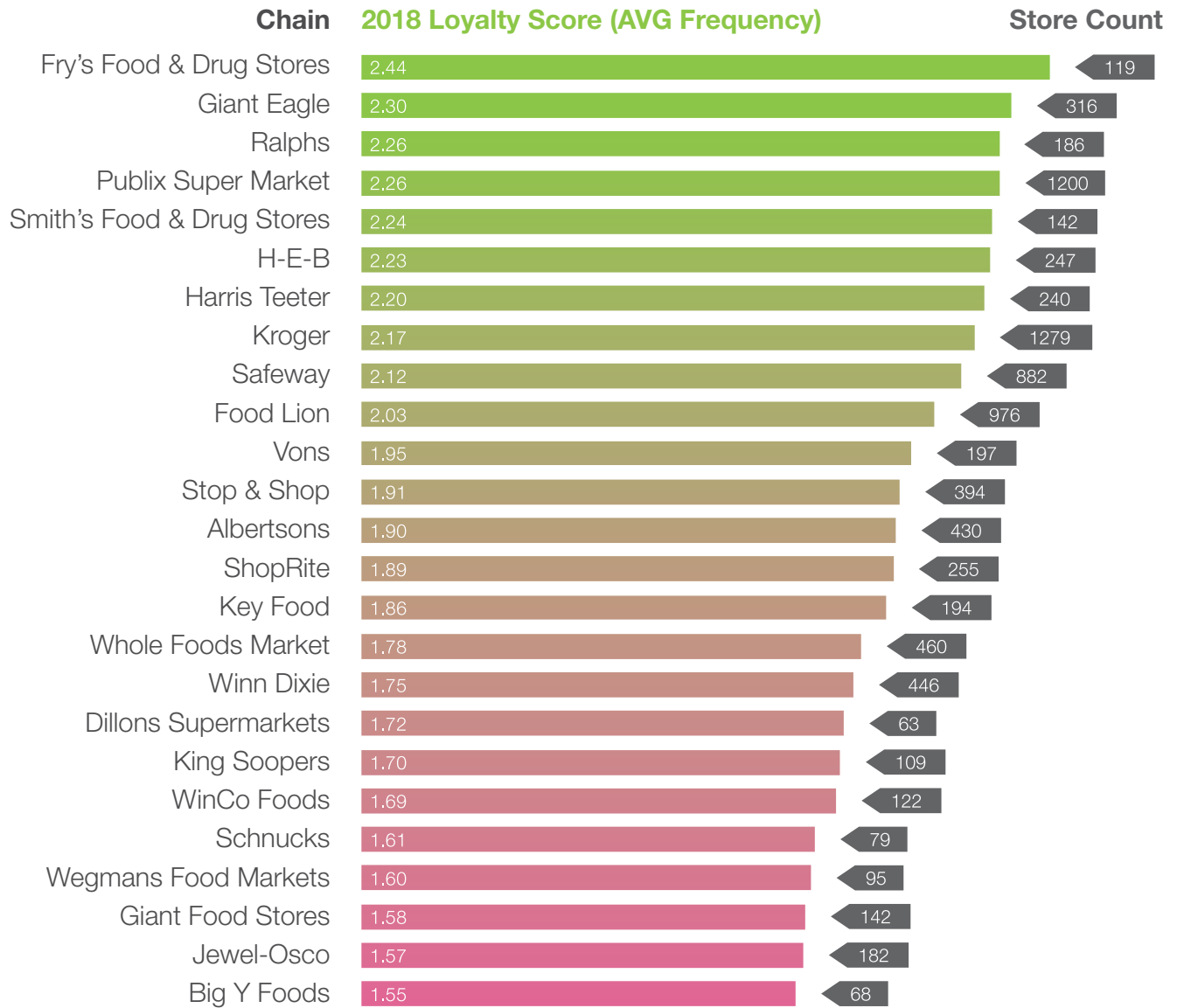
The inMarket location platform delivers powerful visibility into every step in the path to purchase using direct integrations into more than 750 of the most popular shopping and lifestyle apps. Our analysts leverage this data and scale to understand visitation trends at brick-and-mortar retailers, predicting future performance while enabling better decisions and better engagement. For more information on methodology, info about our advertising programs, or to request data for a particular retail chain, please [contact inMarket](#) today.

Key Takeaways:

- Some grocery chains with heavy penetrations in urban areas tend to have higher loyalty metrics than their rural competitors. This could be because denser geographic areas incentivize more frequent trips.
- Loyalty has often been a barometer of success for businesses. By using metrics like customer loyalty index, grocery stores can determine the health of their repeat shopper business.
- 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.
- inMarket has published several of these reports based on such metrics, which can be found at inMarket.com/insights.

Grocery Chains with Highest Loyalty – Top 25

Based on inMarket Location Data from 50 Million Verified Consumers



At inMarket, we analyze location data from a comScore verified 50 million device integrations to understand real world trends, and to power one-to-one marketing with consumers at every point during the shopping cycle. We are the only location intelligence company with 3rd party verified reach, and our one-to-one relationship with customers at scale allows us to speak directly to the right audience in the moments that matter.

To view additional Report Cards, please visit [inMarket inSights](#). For more information for inMarket inSights, or to learn about how inMarket's advanced segmenting and one-to-one in-store and out-of-store advertising programs can help you drive business, please [contact us today](#).