

A photograph of a Whole Foods Market building at dusk. The building is a modern, multi-story structure with large glass windows and a brick facade. The "WHOLE FOODS MARKET" sign is illuminated in green neon on the upper level. The interior lights are on, and some people can be seen inside. The sky is a deep blue.

WHOLE FOODS MARKET

in|market insights

360-Degree Analysis Whole Foods Spring 2019

Overview

Since Amazon's acquisition of Whole Foods in 2017, this natural-leaning grocer has seen numerous changes from the introduction of Amazon Lockers to the addition of Amazon Prime benefits. And as Amazon continues to evolve their strategy for Whole Foods, inMarket has observed foot traffic behaviors along with purchase data to help marketers understand Amazon's impact on this chain. Measuring these real-time movements is crucial because it provides an extra dimension of observation and visibility into Amazon's master plan, and predicts the direction in which the grocery industry will move.

inMarket uses first-party, SDK derived always-on location data to provide quarterly YoY analysis on Whole Foods trends growth. In this inMarket inSights Report Card, we've examined how shoppers behaved at Whole Foods during Q1 2019 by measuring visitation habits, frequency, dwell time, and purchasing trends inside the store.

If you'd like to learn more about our data, methodology, or digital shopper marketing programs for brands, please [contact us today](#).

Takeaways:

inMarket Whole Foods consumer data was divided into these 5 categories of analysis:



Foot Traffic

The total number of individual trips to a location



Dwell Time

Length of time spent at a location per visit



New Shoppers

2019 New Shoppers: Never visited Whole Foods before 1/1/2019
2018 New Shoppers: Never visited Whole Foods before 1/1/2018



Micro Visits

Trips shorter than 5 minutes



Brand Volume Growth

Brands that achieved the highest volume growth

Foot Traffic

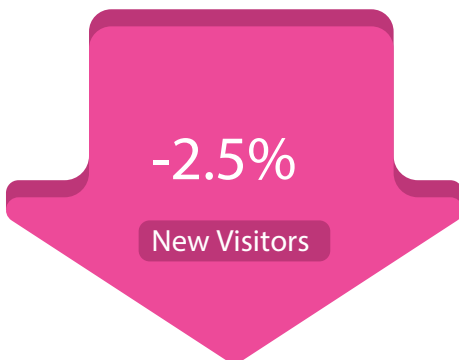
Comparisons of trips for Q1 2019 vs. Q1 2018



Whole Foods brought in higher foot traffic in Q1 2019 than compared to the same time period last year. Amazon seems to be focused on inspiring visits from their customers by incentivizing their 100 million Prime membership holders with special perks and doubling down on their digital omnichannel strategy. This may also indicate that shoppers are visiting more frequently than the previous year.

New Shoppers

Comparing new shoppers for Q1 2019 vs. Q1 2018



The number of new shoppers at Whole Foods has decreased by 2.5% from Q1 2018. While 2018 was a strong year for bringing in new shoppers, Whole Foods has slowed down on this strategy, and is instead focusing on developing plans to retain current shoppers.

Micro Visits

Comparing trips (<5 minutes) for Q1 2019 vs. Q1 2018

There was a substantial increase in micro visits in 2019, which may be due to the increased rate of additional Amazon Lockers and streamlined online order pickups for quick in-and-out trips.



Dwell Time

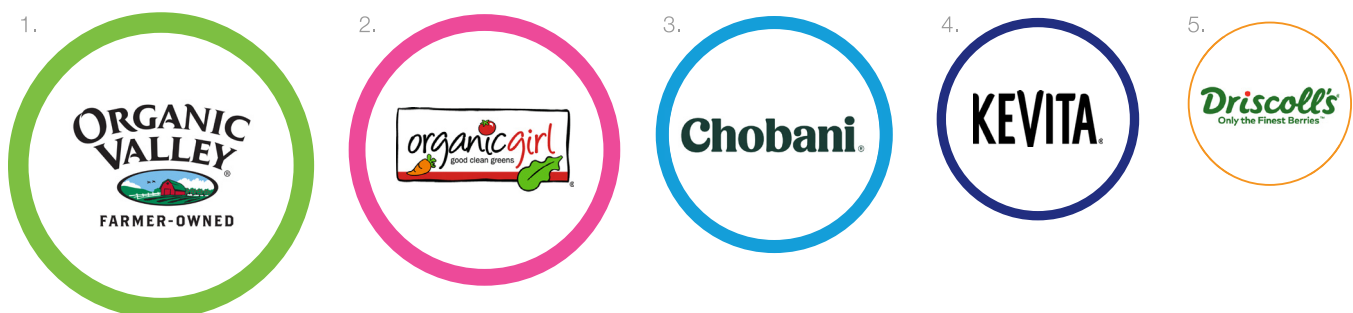
Comparing average dwell time for Q1 2019 vs. Q1 2018

Shoppers who enter Whole Foods locations are spending less time there. This may be a small byproduct of the increased micro visits on average dwell time -- shoppers who are just above the 5 minute threshold for micro visits might be affecting the average dwell time.



Brand Volume Growth

These brands achieved the highest volume growth at Whole Foods thus far in Q1 2019



Interestingly, brands for pantry or dry packaged foods -- like granola bars or cereal -- were not among the top 5. Whole Foods shoppers are buying brands which largely focus on perishable and/or refrigerated items -- confirming that consumers demand a fresh, healthy selection of food.



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At inMarket, we analyze anonymous location data through direct publisher partnerships, reaching a comScore-verified 50 million devices to understand real world trends. These relationships also power one-to-one marketing with consumers at every point during the shopping cycle. inMarket is the only location intelligence company with 3rd party verified reach, and our one-to-one relationships with opted-in 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 on inMarket inSights, or to learn about how inMarket's advanced audience segmentation, predictive targeting and one-to-one in-store advertising programs can help you drive business, please [contact us today](#).