



## Whole Foods on Independence Day

The impact of Amazon has been felt in a variety of ways. Increased [microvisits](#), increased [private label sales](#), and now... increased 4th of July foot traffic?

According to inMarket data, Whole Foods attracted an 18.6% increase in foot traffic on July 4, 2018, when compared to July 4, 2017. On July 3, 2018, Whole Foods saw a 4.1% increase in foot traffic YOY.



The trend is even more interesting given the context that Whole Foods typically sees a decrease in foot traffic on both July 3 and 4, relative to normal weekday traffic. In 2017, the change in foot traffic for July 3 and 4 was -0.5% and -2.32% respectively, when compared to the average Monday and Tuesday. In 2018, traffic change for July 3 and 4 was 1.81% and 17.34%, respectively.

What does this say about consumer behavior? Perhaps shoppers are more interested in quality when it comes to 4th of July products like burgers and hot dogs. It's also possible that shoppers are treating Whole Foods as more of a "mainstream" stop for key 4th of July products -- buying items like condiments from the natural grocers when they wouldn't have in the past. Or, it could be yet another example of Amazon's impact on the business -- drawing more shoppers through powerful omnichannel marketing efforts.

---

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

To view additional Report Cards, please visit [inMarket inSights](#). For more information on 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](#).