



# in|market insights report card

## Amazon Lockers at Whole Foods

The Amazon takeover of Whole Foods has sparked many reactions -- from the excitement of [price cuts](#) to [terrifying the competition](#). Whether you love the changes or prefer the good old days, the Amazonification of Whole Foods and convergence across the entire retail industry is here to stay.

From a consumer standpoint, Amazon's presence is noticeable inside the store. Perks for Prime membership, price cuts and gadgets like Alexa are just the tip of the iceberg. But few things have the potential to impact visitation patterns the way that Amazon Lockers might.

Through the lens of first party location data, we've segmented Whole Foods stores across the top 10 DMAs into two buckets -- those with Amazon Lockers, and those without -- to understand how they're impacting visitation behaviors.

## Unlocking Short Visits

Before jumping into an analysis of Amazon Lockers at Whole Foods, it's important to note the impact of the takeover itself. According to inMarket location data from 50 million U.S. consumers, average monthly foot traffic at Whole Foods **has increased by 1.3%** since the Amazon acquisition news broke in June, and has **increased by 0.49%** since Amazon took control in August 2017. Thus far in 2018, foot traffic at Whole Foods is **up 1.28% YOY** compared to 2017.

For the purposes of this analysis, we're looking specifically at "micro visits" -- when a shopper visits the store for 3-5 minutes. Across all of grocery thus far in 2018, approximately 9% of visits are micro visits. Whole Foods is attracting fewer micro visits than the typical grocer, with 6.5% lasting between 3-5 minutes so far in 2018.

But that number is on the rise. Here's how Amazon Lockers have impacted customer visitation at Whole Foods:



**Micro Visits Have Increased YOY.** Thus far in 2018, micro visits to Whole Foods stores with lockers have increased by 9% when compared to the same time period in 2017.



**Lockers are a “Micro Visit” Magnet:** Since Amazon took control of Whole Foods on 8/28/17, micro visits to stores that installed Amazon Lockers have increased by 11%, versus 7% at stores without lockers.



**Dwell Time Remains Unaffected.** Despite the increase in short visits, average dwell time has actually increased slightly by 0.2% since Amazon took control of Whole Foods on 8/28/17. This is likely due to growth of overall trips -- most of which are longer than 5 minutes.

Incremental visits drive additional revenue for retailers. But micro visits are unique in that consumers could simply be visiting for in-store pickup. Much like a convenience store in dealing with gas customers, it's up to Whole Foods to capitalize on the short visitation via impulse buys and low-consideration products. The mobile device is a critical tool in this instance -- providing retailers and brands with the opportunity to engage shoppers during the exact window when they're inside the store.

As the relationship evolves, it wouldn't be surprising to see Amazon surround its in-store lockers with convenience-style products to drive incremental sales on short visits. Lockers have been [installed at 7-Eleven](#) for ~3 years, which could set an interesting example for the retailer. And if seamless checkout ([currently being tested](#) at Amazon Go stores) goes mainstream, this could become a very interesting case example of grocery evolution and convergence.

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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.

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