



inMarket inSights report card

Consumer Packaged Goods

Where Do Vegetarian-Leaning Consumers Shop?

At inMarket, we're constantly analyzing retail visitation and purchase patterns from millions of opted-in U.S. consumers. This deep intel guides powerful digital advertising efforts for our partner brands, while also revealing macro trends about CPG purchase behavior.

In this inMarket inSights report, we've ranked the top five grocery chains based on their attractiveness to vegetarian-leaning consumers, based on a combination of purchase history and visitation patterns. We first identified shoppers who have purchased meat alternatives including Boca Burger, Morning Star, Quorn and Beyond Meat thus far in 2018 — and then analyzed their grocery visitation patterns from January - May, 2018, to uncover where this group over-indexes versus the U.S. baseline.

For more info on methodology or to inquire about the visitation patterns of shoppers who purchase your brand, contact us today.

Top 5 Grocers for Buyers of Meat Alternative Products

Based on inMarket Purchase and Visitation Data

1.



2.



3.



4.



5.



Key Takeaways:

- In order to be vegetarian, you don't need to spend your "whole paycheck" at a speciality grocer. Thus far in 2018, shoppers who purchase meat alternatives are more likely to visit mainstream grocers Vons and Publix when compared to the U.S. baseline, according to inMarket's purchase and visitation data.
- Vons — the SoCal brand owned by Albertsons — is most attractive to buyers of meat alternatives thus far in 2018. Perhaps its presence in Los Angeles provides a large pool of vegetarians to attract into the store. The same could be said of #3 Sprouts — based in Phoenix, AZ — with a large LA footprint. Sprouts is the top natural/organic speciality grocer on the list, outpacing competitors Whole Foods (#5) and Trader Joe's — which although not pictured, ranks #6 overall in 2018.
- While it might seem surprising on the surface, southeastern U.S. grocery giant Publix offers a huge selection of meat alternatives across 1,100+ stores. This could be attracting cost-conscious vegetarian shoppers who can now get what they're looking for at Publix without having to make an extra trip to a speciality grocer.
- Kroger, the largest grocery chain in the U.S., is 4th in attracting vegetarian-leaning consumers into the store. The chain introduced Beyond Meat to its customers in July 2017, and continues to expand its offerings to this growing audience.
- Despite its huge selection of vegetarian products, Whole Foods ranks just 5th overall in attracting buyers of meat alternative products. As mainstream grocers continue to expand their meatless offerings to a growing percentage of vegetarian shoppers, it will be interesting to see how the typically-more-expensive Whole Foods handles the competition.

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](#).