

Add 'Grocery Lists' to Growing List of Things Hispanic Millennials Do on Their Smartphones

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While grocery shoppers are likely to have a smartphone with them when they shop, their list of needed items is much more likely to be scribbled on a piece of paper than entered in a mobile device. But list-making habits are slowly changing, fueled in part by those most mobile of consumers: Hispanic millennials.

Retailers in general have not incorporated shopping lists into mobile services, according to research from retail management consultancy [Boston Retail Partners](#), which surveyed more than 500 retailers in November and December 2014. It found that just 19% of respondents had implemented well-working shopping lists as part of mcommerce features, while 22% said they had such a feature but it needed improvement.

Current and Planned Implementation of Select Mcommerce Features/Technologies Among Retailers in North America, Dec 2014

% of respondents

	Implemented and working well	Implemented, but needs improvement	Implement within 3 years
Digital catalog	26%	32%	18%
Mobile coupons, specials, promotions	24%	29%	37%
Product information (price, location, availability, research)	19%	38%	32%
Shopping list/wish list	19%	22%	41%
Prior purchase visibility	16%	30%	46%
Smartphone app	16%	22%	46%
Mobile loyalty identification	8%	13%	47%
Personalized recommendations	5%	24%	48%
Geolocation	3%	14%	38%
Mobile wallet	-	3%	54%

Source: Boston Retail Partners, "16th Annual POS/Customer Engagement Survey," Jan 10, 2015

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Whether or not retailers' shopping lists are available and useful, smartphone list-making functions are common. Even so, shoppers do not seem to be taking advantage of them.

When talking specifically to grocery shoppers, [Acosta](#) and [Univision's](#) December 2014 "Why? Behind the Buy" survey found that just 10% of grocery shoppers used a digital list. Hispanics used digital lists at a slightly higher rate—17% said they used the list function on mobile device—yet it was still fairly low.

Digital Resources Used for Grocery Shopping According to US Hispanic vs. Total Grocery Shoppers, Dec 2014

% of respondents in each group

	Hispanic	Total
Email	30%	27%
Websites—products, stores or recipe/meal planning	19%	22%
Social networks	24%	17%
Text messages	26%	16%
iPhone/smartphone grocery/meal planning app	15%	12%
List/notes function on smartphone/tablet	17%	10%
Mobile apps	16%	10%
Mobile websites	14%	9%
Group buying sites	11%	9%

Note: ages 18+ who regularly use digital/interactive tools for grocery shopping

Source: Acosta Sales & Marketing and Univision, "The Why? Behind The Buy: Insights Into The Hispanic Grocery Shopping Experience," March 10, 2015

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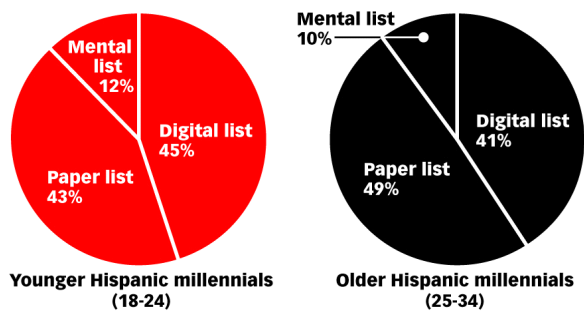
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The Acosta survey found that grocery shoppers are still using paper lists at a very high rate. Among the total US population, 73% wrote their lists on paper, compared with 23% that made a digital list. For Hispanics, paper lists were used by 56% of respondents, and 34% were creating digital lists. When Acosta looked at the Hispanic list-makers by age, it found that Hispanic millennials are making digital lists at far higher rates than both the general public and total Hispanic shoppers.

Among younger Hispanics—those ages 18 to 24—45% used a digital list for shopping, vs. 43% who said they used a paper list. Older Hispanic millennials—those ages 25 to 34—were also overindexing on digital lists, but using them slightly less than younger Hispanic millennials.

Primary Type of Shopping List Used by US Younger vs. Older Hispanic Millennials, Dec 2014

% of respondents in each group



Source: Acosta Sales & Marketing and Univision, "The Why? Behind The Buy: Insights Into The Hispanic Grocery Shopping Experience," March 10, 2015

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While shoppers are not necessarily wedded to their grocery shopping lists—indeed, 87% of US shoppers said they always or sometimes veered from their shopping lists—they serve as both a starting point, and a reminder once in-store.

Brands that can facilitate digital list-making, either as part of a retailer's app or with standalone smartphone apps, will help to ingrain this habit for all shoppers and possibly increase sales in the process.

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