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Brick-And-Mortar Still Rules Grocery Shopping

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Amazon may be gobbling up Whole Foods, but that doesn't mean consumers are flocking online to buy groceries. In fact, only 7% of consumers bought groceries online in the last month, according to an NPD Group survey. The main reason consumers aren't grocery shopping online? They want to pick out fresh food themselves, the report found. In addition, consumers like shopping in-store because wandering the aisles helps them remember what items they need. **GP**