

\*\*\*For Immediate Release\*\*\*



## **Holiday shopping for groceries? *BrandSpark* Announces America's Most Trusted Grocers.**

**NEW YORK, NY (December 16<sup>th</sup>, 2021)** – Today, in partnership with *Newsweek* magazine, BrandSpark International announced a special edition of its *BrandSpark* Most Trusted Awards (BMTAs) highlighting the most trusted Grocery Stores as voted by American shoppers. BrandSpark surveyed 3200 Americans to capture their real opinions of what Grocery Store brands they trust the most. Trust leaders were identified in 32 categories, including the Top 5 grocery retailers nationally and in four major regions, by store format, and across 22 attributes that drive trust. Knowing which grocers other Americans trust can help you navigate the options during this busiest grocery shopping time of the year.

Have you ever thought about why you frequent a particular grocery store? Americans rely on grocery stores for many of their most essential household purchases, so shopping a trusted store is important. Where you buy your groceries will be impacted by factors including selection, customer service, and price. What may not be obvious is how these factors contribute to deliver on your needs and keep you coming back. Keeping consumers coming back means building trust. “When grocers prioritize trust building, they create a win-win for themselves and consumers”, said Adam Bellisario, Associate Vice-President, BrandSpark. “Trust building requires you to identify your strengths and weaknesses on key drivers, put an action plan in place to increase trust, and then measure the results”, said Bellisario.

“Shoppers want their grocery trips to be convenient and efficient, especially during the pandemic and this busy holiday season. This means easily finding the quality items they expect at great-to-fair prices. Great grocers are trusted to fulfill this time after time and across channels, while the best add exceptional service or unexpected value”, said Philip Scrutton, VP Shopper Insights, BrandSpark.

### **The Grocery Retailers threatening Walmart**

The dominant grocer in the study was Walmart, taking fifteen #1 rankings and proving their promises of everyday low prices and one-stop-shopping convenience continue to resonate with shoppers. Yet many other grocers have proven that they can compete with the leader and have

secured greater trust with their shoppers in specific areas. H-E-B achieved #1 ranking for Easy Checkout Experience and Enjoyable In-store Experience, along with top 3 ranking on 8 important attributes. These strengths support H-E-B’s leading level of trust and loyalty among their own shoppers. Another notable grocer is ALDI which was ranked #1 nationally as the most trusted for Discount Grocery and most trusted Small Format Grocery Store. Shoppers are seeking affordable options and uncomplicated trips where they get great value and ALDI delivers on this. The one grocer that ranked #1 regionally as most trusted besides Walmart was ShopRite in the Northeast.

**The winners and how they are determined**

The 2022 BrandSpark Most Trusted Awards winners are listed below. 3200 American shoppers determined the BrandSpark Most Trusted Awards winners and results are ranked based on the greatest volume of mentions. The brand(s) voted most trusted is listed as Rank #1 and any brand Ranked 1-5 is considered a “Top 5 Trust Leader” having garnered a significant trust share in the category. The grocery retailers nationally and by region and the attributes results are based on selection from a comprehensive list of 52 retailers nationally. The Most Trusted results by store format are based on top-of-mind unaided responses.

<b>MOST TRUSTED GROCERY RETAILER BY REGION</b>					
<b>Region</b>	<b>Rank #1</b>	<b>Rank #2</b>	<b>Rank #3</b>	<b>Rank #4</b>	<b>Rank #5</b>
<b>National</b>	<b>Walmart</b>	<b>Kroger</b>	<b>ALDI</b>	<b>Publix</b>	<b>Costco</b>
<b>Midwest</b>	<b>Walmart</b>	<b>Kroger</b>	<b>ALDI</b>	<b>Meijer</b>	<b>Hy-Vee</b>
<b>Northeast</b>	<b>ShopRite</b>	<b>Walmart</b>	<b>ALDI</b>	<b>Stop &amp; Shop</b>	<b>Wegmans</b>
<b>South</b>	<b>Walmart</b>	<b>Publix</b>	<b>Kroger</b>	<b>H-E-B</b>	<b>ALDI</b>
<b>West</b>	<b>Walmart</b>	<b>Safeway</b>	<b>Costco</b>	<b>Trader Joe's</b>	<b>Kroger</b>

**MOST TRUSTED GROCERY RETAILERS AND RELATED FORMATS**

Format	Rank #1
Convenience Store	7-Eleven
Discount Grocery Store	ALDI
Dollar Store	Dollar General / Dollar Tree (tie)
Natural Grocery Store	Whole Foods Market
Small Format Grocery Store	ALDI

### MOST TRUSTED GROCERY RETAILER BY ATTRIBUTE

Category	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
Beauty Products	Walmart	H-E-B	Kroger	Target	Meijer
Easy Checkout Experience	H-E-B	Walmart	Giant Eagle	Hy-Vee	ShopRite
Enjoyable In-Store Experience	H-E-B	Walmart	Giant Food Stores (PA)	Hannaford	Hy-Vee
Food & Beverage Products	Walmart	Hy-Vee	H-E-B	Giant Eagle	Kroger
Fresh Meat	Walmart	Kroger	Meijer	Hannaford	Giant Food Stores (PA)
Fresh Prepared Meals	Walmart	Wegmans	H-E-B	Hy-Vee	Kroger
Fresh Produce	Walmart	H-E-B	Hannaford	Hy-Vee	Kroger
Gourmet Foods	Whole Foods Market	Amazon Fresh	Trader Joe's	The Fresh Market	Costco
Great Sales / Deals	Walmart	ShopRite	Publix	H-E-B	Kroger

Healthy Prepared Foods	Whole Foods Market	Amazon Fresh	Hy-Vee	Walmart	Amazon Go
Home Goods	Walmart	H-E-B	Meijer	Amazon Fresh	Amazon Go
Household Care Products	Walmart	H-E-B	Kroger	Wegmans	Publix
In-Store Cleanliness / Tidiness	Walmart	Hy-Vee	H-E-B	Publix	Kroger
In-Store Health & Safety Measures	Walmart	H-E-B	Hy-Vee	Weis Markets	Kroger
International Food Products	Whole Foods Market	Wegmans	Trader Joe's	ShopRite	Publix
Loyalty Program Rewards	Kroger	Giant Eagle	Meijer	Wegmans	ShopRite
Natural / Organic Foods	Whole Foods Market	Trader Joe's	Sprouts Farmers Markets	The Fresh Market	Amazon Fresh
Over-the-Counter Health Products	Walmart	Meijer	Giant Eagle	H-E-B	Kroger
Service / Friendly Staff	Walmart	Kroger	H-E-B	Publix	Giant Eagle
Store Brand / Private Label Products	Walmart	H-E-B	Hy-Vee	Kroger	Publix
Store Organization	Walmart	Hy-Vee	H-E-B	Giant Eagle	Kroger
Up-to-Date / Modern Stores	Walmart	H-E-B	Publix	ShopRite	Hy-Vee

### About BrandSpark International

Founded in 2001, BrandSpark International is a research and consulting firm that provides brands with the insights they need to understand the omni-channel shopper, refine their strategic brand positioning, build consumer trust and improve the success of their new product launches. BrandSpark Marketing Services runs major awards programs the **Best New Product Awards** and the **BrandSpark Most Trusted Awards**, and leading shopper community and digital promotions platform **ShopperArmy.com**

### **Newsweek Media Partnership**

BrandSpark has partnered with premier media brand Newsweek to shine a bright light on these award-winning brands. The partnership will include features of the winners, targeted communications to readers and unique high-value advertising opportunities for brands anchored by editorial content. The BrandSpark Most Trusted Awards has updated its highly influential logo to include the iconic and instantly recognizable Newsweek logo to generate even more impact for shoppers and brands.

Permission and authorization are required to reference the BrandSpark Most Trusted Awards win or use the claim or logo.

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