

2023 Most Trusted Award Winners*



MOST TRUSTED GROCERY RETAILERS BY STORE FORMAT

Region	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
Conventional Grocery Store					
Discount Grocery Store					
Small Format Grocery Store					
Natural & Organic Grocery Store					
Online Grocery Service					—
Convenience Store Chain					
Dollar Store Chain					—
Pharmacy Retail Chain					



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MOST TRUSTED CONVENTIONAL AND DISCOUNT GROCERY RETAILER BY REGION

Format	Rank #1	Format	Rank #1
Conventional Grocery Retailer (National)		Discount Grocery Retailer (National)	
Conventional Grocery Retailer (West) (TIE)	SAFEGWAY Walmart	Discount Grocery Retailer (West)	
Conventional Grocery Retailer (South)	Walmart	Discount Grocery Retailer (South) (TIE)	 Walmart
Conventional Grocery Retailer (Midwest)		Discount Grocery Retailer (Midwest)	
Conventional Grocery Retailer (Northeast)		Discount Grocery Retailer (Northeast)	

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MOST TRUSTED GROCERY RETAILERS OVERALL BY REGION (RANK #1-5)

Region	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
National					
West					
South					
Midwest					
Northeast					

MOST TRUSTED GROCERY RETAILERS OVERALL BY REGION (RANK #6-10)

Region	Rank #6	Rank #7	Rank #8	Rank #9	Rank #10
National					
West					
South					
Midwest					
Northeast					



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MOST TRUSTED GROCERY RETAILERS BY ATTRIBUTE (RANK #1-5)

Segment	Category	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
Value	Affordability					
Value	Loyalty Program Rewards					
Value	Valuable Circulars / Flyers					
Value	Valuable Coupons					
Value	Great Promotions					
Service	Easy Checkout Experience					
Service	Enjoyable In-Store Experience					
Service	Home Delivery					
Service	In-Store Health & Safety Measures					
Service	In-Store Pharmacy Services					
Service	Service / Friendly Staff					
Service	Store Organization (layout, shopability)					
Service	Up-to-Date / Modern Stores					



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MOST TRUSTED GROCERY RETAILERS BY ATTRIBUTE (RANK #1-5) CONT'D

Segment	Category	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
Service	Curbside Pickup					
Service	In-Store Cleanliness / Tidiness					
Fresh	Fresh Meat					
Fresh	Fresh Produce					
Fresh	Fresh Seafood					
Fresh	Fresh Prepared Meals					
Fresh	Healthy Prepared Foods					
Fresh	In-store Deli					
Products	Beauty Products					
Products	Beer, Wine & Spirits					
Products	Bulk Food					
Products	Food for Holidays or Entertaining					
Products	Gourmet Foods					
Products	Home Goods					



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MOST TRUSTED GROCERY RETAILERS BY ATTRIBUTE (RANK #1-5) CONT'D

Segment	Category	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
Products	Household Care Products					
Products	International Food Products					
Products	Mexican Food					
Products	Natural / Organic Foods					
Products	Over-the-Counter Health Products					
Products	Packaged Food & Beverage Products					
Products	Pet Food & Treats					
Products	New Products					
Products	Store Brand / Private Label Products					



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MOST TRUSTED GROCERY RETAILERS BY ATTRIBUTE (RANK #6-10)

Segment	Category	Rank #6	Rank #7	Rank #8	Rank #9	Rank #10
Value	Affordability					
Value	Loyalty Program Rewards					
Value	Valuable Circulars / Flyers					
Value	Valuable Coupons					
Value	Great Promotions					
Service	Easy Checkout Experience					
Service	Enjoyable In-Store Experience					
Service	Home Delivery					
Service	In-Store Health & Safety Measures					
Service	In-Store Pharmacy Services					
Service	Service / Friendly Staff					
Service	Store Organization (layout, shopability)					
Service	Up-to-Date / Modern Stores					



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MOST TRUSTED GROCERY RETAILERS BY ATTRIBUTE (RANK #6-10) CONT'D

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Fresh	Fresh Prepared Meals					
Fresh	Healthy Prepared Foods					
Fresh	In-store Deli					
Products	Beauty Products					
Products	Beer, Wine & Spirits					
Products	Bulk Food					
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Products	Home Goods					



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MOST TRUSTED GROCERY RETAILERS BY ATTRIBUTE (RANK #6-10) CONT'D

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