

MOST TRUSTED GROCERY RETAILERS BY STORE FORMAT

Region	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
Conventional Grocery Store	Walmart >	Kroger	Publix.	SAFEWAY ()	H-E-B ShopRite
Discount Grocery Store	ALDI	Walmart >	GROCERYOUTLET pargain market	DOLLAR GENERAL	save
Small Format Grocery Store	ALDI	TRADER JOE'S ®	Walmart >	Kroger	save
Natural & Organic Grocery Store	WHÔLE FOODS MARKET	TRADER JOE'S ®	SPROUTS' FARMERS MARKET	Walmart 🔆	NATURAL GRÉCERS
Online Grocery Service	Walmart >	amazonfresh	± instacart	Kroger	_
Convenience Store Chain	ELEVEN	CIRCLE (?	Wawa	Casey's	QT Quikīrip.
Dollar Store Chain	DOLLAR GENERAL	 → DOLLAR TREE	FAMILY® DOLLAR.	99chy Stores.	_
Pharmacy Retail Chain	♥CVS	Walgreens	Walmart : Pharmacy	RITE	Kroger



MOST TRUSTED CONVENTIONAL AND DISCOUNT GROCERY RETAILER BY REGION

Format	Rank #1	Format	Rank #1
Conventional Grocery Retailer (National)	Walmart >	Discount Grocery Retailer (National)	ALDI
Conventional Grocery	SAFEWAY ()	Discount Grocery Retailer (West)	GROCERYOUTLET Bargain Market
Retailer (West) (TIE)	Walmart 🕌	Discount Grocery Retailer (South)	ALDI
Conventional Grocery Retailer (South)	Walmart >	(TIE)	Walmart >
Conventional Grocery Retailer (Midwest)	Kroger	Discount Grocery Retailer (Midwest)	ALDI
Conventional Grocery Retailer (Northeast)	ShopRite	Discount Grocery Retailer (Northeast)	ALDI



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

Region	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
National	Walmart >	Kroger	ALDI	COSTCO	Publix.
West	Walmart >	SAFEWAY ()	COSTCO	Kroger	WinCo Foods
South	Walmart >	Kroger	Publix.	H-E-B	FOOD LION
Midwest	Walmart *	Kroger	ALDI	meijer	HyVee.
Northeast	Walmart 🔆	ShopRite	STOP&SHOP.	ALDI	Wegmans

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

Region	Rank #6	Rank #7	Rank #8	Rank #9	Rank #10
National	H-E-B	sam's club.	SAFEWAY ()	TRADER JOE'S®	meijer
West	Albertsons'	TRADER JOE'S®	amazonfresh	Ralphs	> FredMeyer
South	ALDI	sam's club 🔷	COSTCO	DOLLAR GENERAL	WHÔLE FOODS
Midwest	sam's club.	Jewel Osco.	COSTCO	•	giant eagle
Northeast	GIANT	Januaforo	BJs	TRADER JOE'S®	COSTCO



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

Segment	Category	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5
Value	Affordability	Walmart :	H-E-B	ALDI	WinCo FOODS	GROCERYOUTLET Dargain Market
Value	Loyalty Program Rewards	Kroger	giant eagle	STOP&SHOP.	FOOD LION	Jewel Osco.
Value	Valuable Circulars / Flyers	Kroger	H-E-B	ShopRite	typee.	Price Chopper
Value	Valuable Coupons	H-E-B	meijer	Kroger	Price Chopper	STOP&SHOP.
Value	Great Promotions	H-E-B	HUNCHE OWNER.	ShopRite	Walmart *	Kroger
Service	Easy Checkout Experience	H-E-B	Walmart 🔆	Kroger	Publix.	amazonfresh
Service	Enjoyable In-Store Experience	H-E-B	Walmart *	Publix.	Kroger	meijer
Service	Home Delivery	amazonfresh	Walmart 🔆	amazon go	H-E-B	ShopRite
Service	In-Store Health & Safety Measures	Walmart *	H-E-B	Publix.	Wegmans	Kroger
Service	In-Store Pharmacy Services	Walmart 💢	giant eagle	Kroger	H-E-B	Publix.
Service	Service / Friendly Staff	H-E-B	HANCHE OWNER	Publix.	Kroger	Walmart :
Service	Store Organization (layout, shopability)	H-E-B	Walmart 🔆	Publix.	Kroger	Hybee.
Service	Up-to-Date / Modern Stores	H-E-B	Walmart 🔆	Publix.	Wegmans	amazonfresh



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	Walmart 💢	H-E-B	Kroger	HyVee.	O
Service	In-Store Cleanliness / Tidiness	Publix.	H-E-B	Wegmans	meijer	Walmart *
Fresh	Fresh Meat	H-E-B	giant eagle	Hybee.	Kroger	Shop Rite
Fresh	Fresh Produce	H-E-B	ShopRite	Kroger	Publix.	HyVee.
Fresh	Fresh Seafood	H-E-B	Publix.	Wegmans	Kroger	Price Chopper
Fresh	Fresh Prepared Meals	H-E-B	Hylee,	Wegmans	Publix.	Jewel Osco.
Fresh	Healthy Prepared Foods	H-E-B	WHÔLE FOODS	HyVee.	Wegmans .	SPROUTS' FARMERS MARKET
Fresh	In-store Deli	Publix.	GIANT	НЧУее.	H-E-B	giant eagle
Products	Beauty Products	Walmart :	0	meijer	H-E-B	amazon go
Products	Beer, Wine & Spirits	H-E-B	Walmart *	НЧУее,	Wegmans	meijer
Products	Bulk Food	COSTCO	sam's club 🔷	BJs	WinCo FOODS	Walmart *
Products	Food for Holidays or Entertaining	H-E-B	Walmart *	Publix.	ShopRite	Kroger
Products	Gourmet Foods	WHÔLE FOODS	Wegmans	H-E-B	НАЛБО	FRESH MARKET
Products	Home Goods	Walmart *	0	meijer	H-E-B	COSTCO



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	Walmart %	H-E-B	O	meijer	Shop Rite
Products	International Food Products	Wegmans	H-E-B	TRADER JOE'S ®	GIANT	Walmart >
Products	Mexican Food	H-E-B	Walmart :	Hybee.	Kroger	meijer
Products	Natural / Organic Foods	WHÔLE FOODS	SPROUTS' FARMERS MARKET	TRADER JOE'S®	Wegmans	H-E-B
Products	Over-the-Counter Health Products	Walmart :	H-E-B	meijer	Kroger	ShopRite
Products	Packaged Food & Beverage Products	H-E-B	Walmart :	ShopRite	Kroger	Publix.
Products	Pet Food & Treats	Walmart :	H-E-B	amazonfresh	meijer	giant eagle
Products	New Products	Walmart :	H-E-B	ttyVee.	Shop Rite	Wegmans
Products	Store Brand / Private Label Products	H-E-B	Walmart 🔆	Kroger	Publix.	Shap Rite



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

Segment	Category	Rank #6	Rank #7	Rank #8	Rank #9	Rank #10
Value	Affordability	ShopRite	Kroger	amazonfresh	save	FOOD LION
Value	Loyalty Program Rewards	Shop Rate	SAFEWAY ()	meijer	Typee.	™ FredMeyer
Value	Valuable Circulars / Flyers	meijer	Walmart 💢	Publix.	Harris Teeter Neighbothood Rood & Pharmacy	giant eagle
Value	Valuable Coupons	Walmart 💥	THYPEE.	ShopRite	BJs	VONS
Value	Great Promotions	meijer	STOP&SHOP.	COSTCO	FOOD LION	GROCERYOUTLET Dargain Market
Service	Easy Checkout Experience	Wegmans -	THYPEC.	meijer	STOP&SHOP.	SAFEWAY ()
Service	Enjoyable In-Store Experience	ShopRite	COSTCO	TRADER JOE'S ®	FOOD LION	Wegmans
Service	Home Delivery	Publix.	meijer	Kroger	Wegmans	GROCERYOUTLET ### Dargain Market*
Service	In-Store Health & Safety Measures	meijer	SAFEWAY ()	FOOD LION	ShopRite	COSTCO
Service	In-Store Pharmacy Services	meijer	THEOREM ON THE CONTROL OF THE CONTRO	Wegmans	™ FredMeyer	STOP&SHOP.
Service	Service / Friendly Staff	TRADER JOE'S ®	Wegmans	GROCERYOUTLET Dargain Market	ShopRite	meijer
Service	Store Organization (layout, shopability)	meijer	FOOD LION	Wegmans	ShopRite	amazonfresh
Service	Up-to-Date / Modern Stores	Kroger	STOP&SHOP.	meijer	ShopRite	0



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

Segment	Category	Rank #6	Rank #7	Rank #8	Rank #9	Rank #10
Service	Curbside Pickup	ACME.	amazon go	BJs	™ FredMeyer	Shop Rite
Service	In-Store Cleanliness / Tidiness	Kroger	Harris Teeter Reighborhood Food & Pharmacy	COSTCO	Shop Rite	0
Fresh	Fresh Meat	Publix.	meijer	Wegmans	STOP&SHOP.	COSTCO
Fresh	Fresh Produce	meijer	Walmart >	Wegmans	SPROUTS FARMERS MARKET	WHÔLE FOODS MARKER
Fresh	Fresh Seafood	ShopRite	giant eagle	GIANT	WHÔLE FOODS MARKET	FRESH
Fresh	Fresh Prepared Meals	ShopRite	Kroger	meijer	Walmart *	COSTCO
Fresh	Healthy Prepared Foods	giant eagle	Publix.	FRESH	Kroger	Walmart >
Fresh	In-store Deli	ShopRite	Wegmans	Kroger	Jewel Osco.	Hamaforo
Products	Beauty Products	ShopRite	> FredMeyer	amazonfresh	giant eagle	Kroger
Products	Beer, Wine & Spirits	Kroger	giant eagle	Jewel Osco	COSTCO	Publix.
Products	Bulk Food	H·E·B	amazon go	amazonfresh	Wegmans	GROCERYOUTLET Dargain Market
Products	Food for Holidays or Entertaining	COSTCO	Wegmans	FOOD LION	STOP&SHOP	Harris Teeter Heighborhood Pood & Pharmacy
Products	Gourmet Foods	TRADER JOE'S®	Publix.	FRESH THYME	Harris Teeter Neighborhood Pool & Pharmacy	meijer
Products	Home Goods	amazon go	BJs	amazonfresh	STOP&SHOP.	> FredMeyer



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Segment	Category	Rank #6	Rank #7	Rank #8	Rank #9	Rank #10
Products	Household Care Products	COSTCO	BJs	Kroger	DOLLAR GENERAL	amazonfresh
Products	International Food Products	Kroger	НЧУее.	Publix.	meijer	amazonfresh
Products	Mexican Food	WinCo FOODS	Publix.	giant eagle	amazonfresh	ShopRite
Products	Natural / Organic Foods	amazonfresh	ttyyee.	Kroger	Publix.	FRESH
Products	Over-the-Counter Health Products	0	giant eagle	Jewel Osco	Harris Teeter Neighborhood Rood & Pharmany	COSTCO
Products	Packaged Food & Beverage Products	amazonfresh	meijer	COSTCO	STOP&SHOP.	FOOD LION
Products	Pet Food & Treats	Kroger	•	ShopRite	STOP&SHOP.	™ FredMeyer
Products	New Products	amazonfresh	COSTCO	Publix.	meijer	GROCERYOUTLET Dargain Market
Products	Store Brand / Private Label Products	COSTCO	amazonfresh	₩ FredMeyer	ALDI	Jewel Osco.