

# GROCERY SHOPPER SNAPSHOT

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## JANUARY 2026



## Shoppers feel control over their grocery spending, while maintaining a positive sentiment towards grocery shopping.

### U.S. Grocery Shopper Sentiment Index



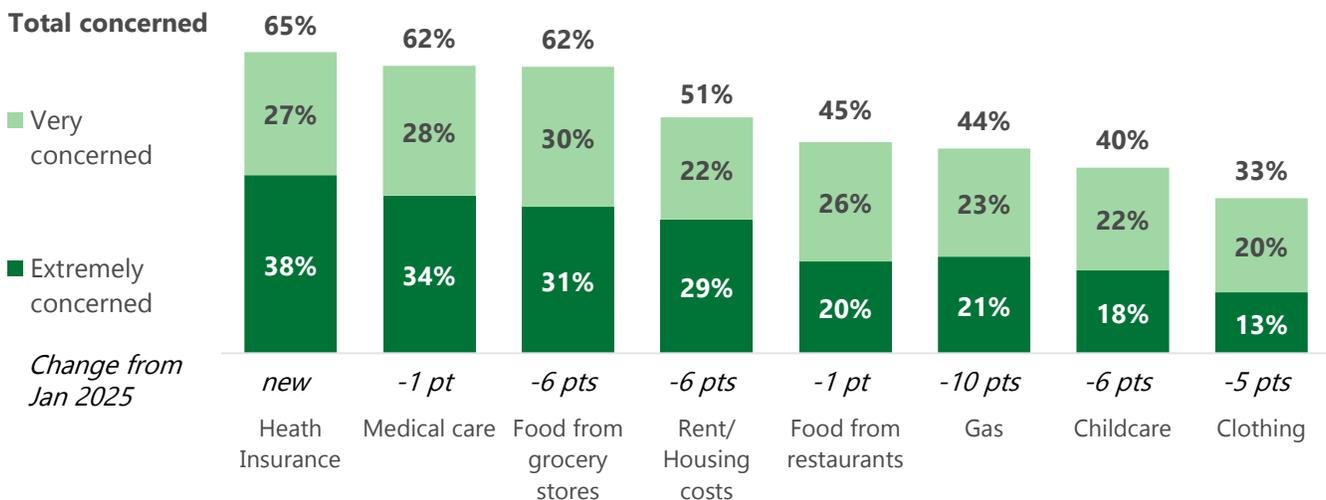
As we turn the calendar to 2026, consumers hold a consistent level of favorable beliefs and feelings concerning their grocery shopping experience since 2020. FMI's U.S. Grocery Shopper Sentiment Index holds steady at 71. The index accounts for shoppers' collective feelings and attitudes toward grocery shopping and how they rate their current primary store.

### Concerns about Rising Prices Ease

Concerns about rising prices continue to ease compared to last year, with concerns about rising prices down for all major household expenditures such as groceries, rent, gas, childcare and clothing. Concern about rising prices of food from grocery stores dropped six percentage points from January 2025.

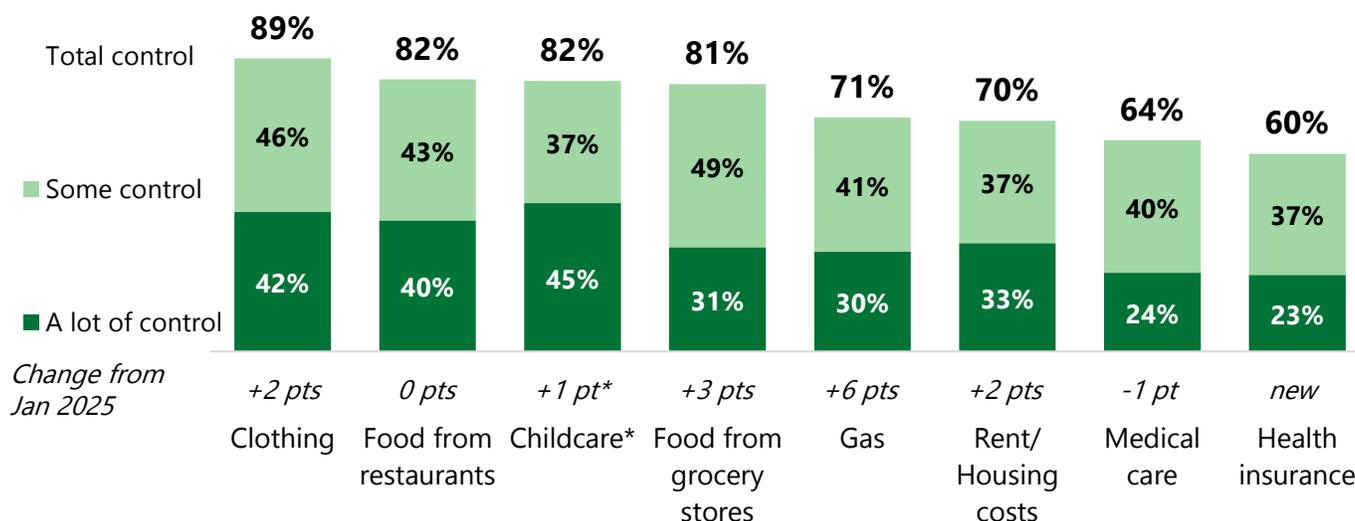
#### CONCERNS WITH RISING PRICES

*Among all shoppers*



## Feeling Of Control Over Household Expenses

Shoppers' feeling of control over their household expenditures has increased slightly, with control over grocery expenses up three percentage points from January 2025.



## Affordability

**74%**

of shoppers strongly or somewhat agree with this statement: "Grocery retailers try hard to provide options to help me stay within budget (e.g., by offering promotions, coupons, private label brands, smaller packages, and more)".

**63%**

of shoppers find groceries to be at least somewhat affordable.

## Shoppers leverage AI-enabled tools for meal- and recipe-planning.

- Awareness among grocery shoppers of AI-enabled information tools such as ChatGPT has increased in the past year and 26% of shoppers have become regular users—a 10 percentage point increase from January 2025. Shoppers use AI tools for recipes, menu planning, food ingredients or nutrition and more.
- Over half of all shoppers have used AI tools for at least one food-related need, including finding recipes, nutrition advice, best promotions on food, and more.
- Eighteen percent of shoppers always verify AI-generated information.

**Methodology:** Data used for this report was captured January 2-6, 2026, online among a national sample of 1,518 grocery shoppers.

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As the food industry association, FMI works with and on behalf of the entire industry to advance a safer, healthier and more efficient consumer food supply chain. FMI brings together a wide range of members across the value chain — from retailers that sell to consumers, to producers that supply food and other products, as well as the wide variety of companies providing critical services — to amplify the collective work of the industry. For information regarding the FMI, visit [www.FMI.org](http://www.FMI.org).

**ABOUT THE HARTMAN GROUP:**

Since 1989, The Hartman Group, Inc., based in Bellevue, Washington, has been immersed in the study of American food and beverage culture, using ethnographic observation, quantitative tracking surveys and deep study of trends to understand the subtle complexities of consumer and shopper behaviors.

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FMI – The Food Industry Association  
251 18<sup>th</sup> Street S, Suite 1200  
Arlington, VA 22202

For inquiries, please contact:

Steve Markenson, Vice President,  
Research & Insights, FMI  
[research@fmi.org](mailto:research@fmi.org)  
T: 202-220-0702

Research conducted by:

