

SHOPPING TRIP SPOTLIGHT: TOP TRIP MISSIONS

Every shopping trip, whether in-store or online, starts with a mission. PepsiCo's proprietary research shows how **Trip Missions reflect what matters most to shoppers** as they fill their homes, meet everyday needs, and create shared moments of joy through food & beverage purchases.

As the retail landscape continues to evolve and **eComm becomes an increasingly important part of household shopping routines**, understanding the motivations behind today's most valuable trips is key to winning the basket. In this spotlight, pepviz® shares the latest data & insights on **three leading shopping trip types**, helping food & beverage retailers **better anticipate shopper needs and uncover opportunities to drive relevance and conversion** along the path to purchase.

Stock Up Mission: Habitual & Planned

Stock Up trips remain the **most frequent and most valuable**, both in total and on a per-trip basis. And that makes sense, since these are the traditional big grocery **shopping trips for restocking refrigerators and pantries**. This mission to refresh household food & beverage supplies makes **freshness and quality ingredients critically important**.

Trips
22%

Dollars
28%



To stock up on food or beverage and/or household items that someone requested

Quick & Specific Mission: Speed & Findability

Quick & Specific trips are the **second most frequent and second most valuable** Trip Mission type in terms of trip frequency and dollar share. **Replenishing essential items** or picking up a few additional ones, today's "running out to grab" can also mean clicking to cart, with Quick & Specific missions now the **second most common type of eComm trip**.

Trips
18%

Dollars
18%



To quickly fill in with a specific food or beverage item(s)

eComm Trips: Value & Loyalty

The number of **U.S. households** shopping for groceries online at least once in the past year is **70%**. While basket sizes held steady, **shoppers made 30 online grocery trips annually on average, up 5 trips vs. a year ago.**² **eComm trips have become the new normal across shopper missions**, rapidly transforming the old path to purchase.

Trips
10%

Dollars
10%



To more broadly plan purchases, manage grocery budgets, and organize household needs

During times of great transformation, it pays to understand the dynamics underlying how people shop. Explore more about how shopping trips are evolving and how retailers can turn these latest PepsiCo proprietary learnings into winning strategies in our full pepviz article ["Shifting Shopping Missions in a Changing World."](#)

Reach out to partner with PepsiCo to better leverage these insights, anticipate shopper needs, and make your shoppers' missions more successful, rewarding, and delightful.

Source: 1. PepsiCo North America Insights & Intelligence, Shopper Insights 2025 Trip Missions Research; 2. PepsiCo North America Insights & Intelligence, Digital Commerce Insights, "Online Grocery Tracker," June 2026; Circana Complete Consumer Panel Data, Latest 52 Weeks Ending June 14, 2026

Trip Missions

STOCK UP MISSION



Trips

22%

Dollars

28%

Unplanned Purchase

62%

Shopper Objectives

Turn off the shopping cruise control. These trips are largely planned, habitual, and list-driven.

Who's Shopping



70%
Gen X+

30%
Gen Z/
Millennials



79%
Female



20%
Male



2.8
Avg. HH size

Category Trip Drivers



Dairy
Products



Fresh
Produce



Fresh Meat
or Seafood

Purchase Decision Influencers



A staple for
my household



Freshness



Quality
ingredients

Top Three Channels

Share of Trip Mission by channel



Grocery



▲ Walmart



▲ Club



31% of eComm trips are Stock Up

Retailer Selection Influencers

Price/value/
loyalty



Selection
assortment

Convenience

Shoppers want...



Everyday
low prices



Products
in stock



Self-checkout/
cashier-less
checkout

Top Pre-Shop Activities



Made a list



Took inventory of my fridge, pantry,
& freezer to see what I need

Looked for deals/rewards

Top During Shop Activities

Look at prices across different
brands

Look for a deal/discount on
signage

Look for deals in the store's weekly
ad while shopping



How To Win This Trip

- Create fluid omnichannel experiences in Grocery, Mass, & Club to help simplify the trip experience and enhance "findability"
- Promote variety, versatility, and large/multipacks
- Engage Stock Up trip shoppers by sharing new twists on old favorite ways of using products and keeping them relevant

Trip Missions

QUICK & SPECIFIC MISSION

Trips

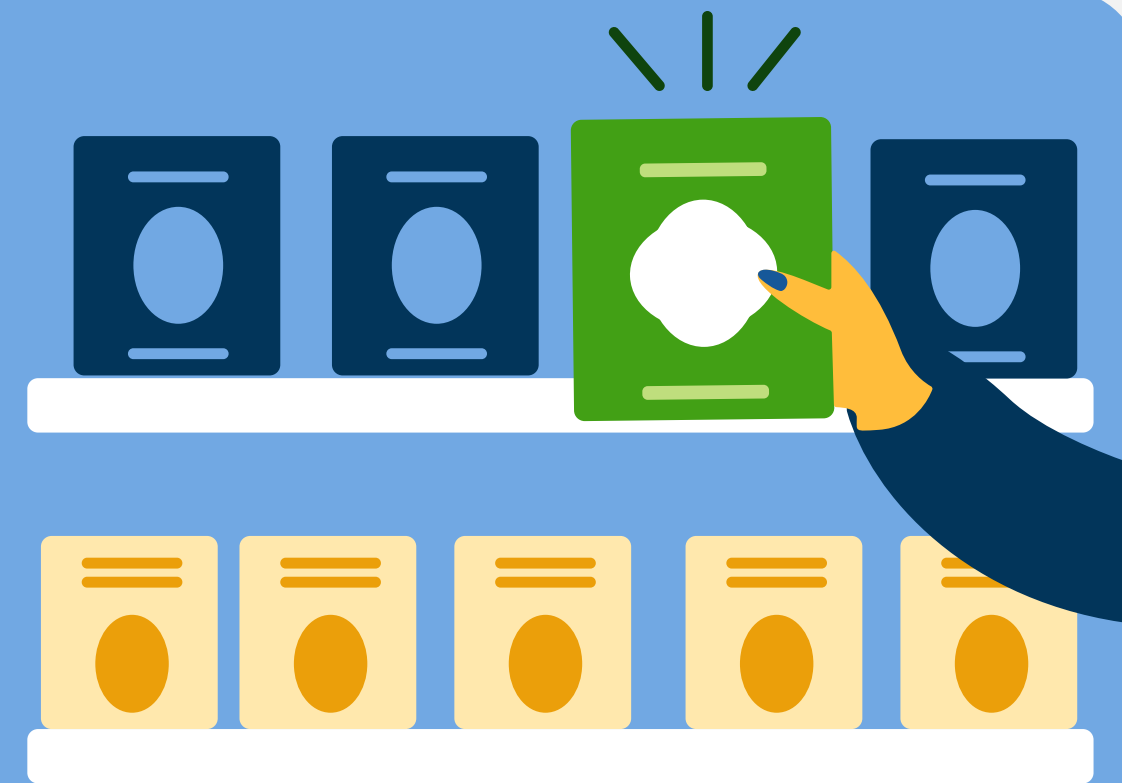
18%

Dollars

18%

Unplanned Purchase

54%



Shopper Objectives

These shoppers enter with a focused need and value a fast, frictionless trip. Helping them effortlessly discover relevant additions that complement the mission without slowing them down or getting in the way of what they came to accomplish provides a meaningful opportunity for retailers and manufacturers.

Who's Shopping



74%
Gen X+

26%
Gen Z/
Millennials



79%
Female



21%
Male



2.6
Avg. HH size

Category Trip Drivers

▲ Dairy Products

▲ Fresh Produce

▲ Pet Food/
Pet Products

Purchase Decision Influencers

▲ A staple for my household

Freshness

Absolute price

Top Three Channels

Share of Trip Mission by channel

Grocery

Walmart

Club



16% of eComm trips are Quick & Specific

Retailer Selection Influencers

Price/value/
loyalty

Selection
assortment

Convenience

Shoppers want...



Everyday
low prices



Products in
stock



Easy to find
what I need

Top Pre-Shop Activities

▲ Made a list

▲ Looked for deals/rewards

Took inventory of my fridge, pantry & freezer to see what I need

Top During Shop Activities

Look at prices across different brands

Look for a deal/discount on signage

Look for deals in the store's weekly ad while shopping



How To Win This Trip

- The shelf is king! Making it easy for shoppers to find what they need is critical to owning this trip type. Consider:
 - Packaging that stands out
 - In-store signage (either digital or print) that clearly directs the shopper to what they're looking for
 - Suggestions for product/category adjacencies
- One-click add to cart options & "recently purchased" reminders for common fill-in staples online

Trip Missions

ECOMM TRIPS

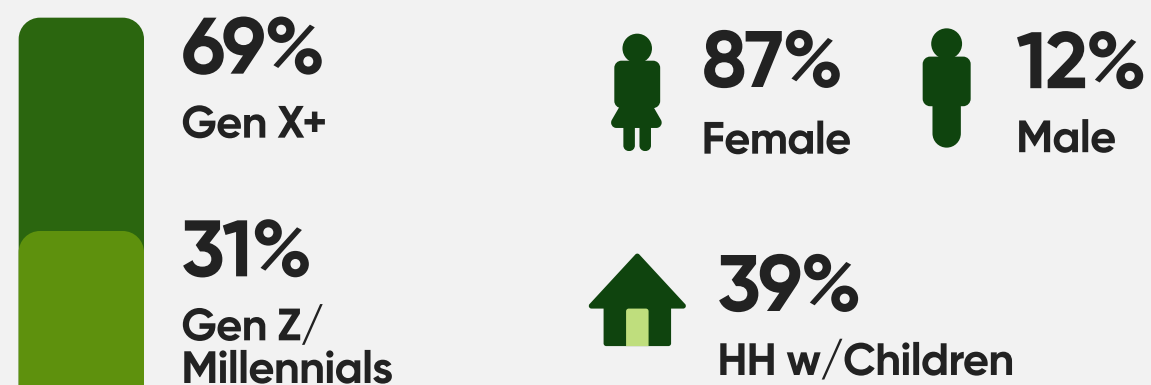


Trips **10%** Dollars **10%** Unplanned Purchase **46%**

Shopper Objectives

Price, familiarity, and routine are dominant motivators, paired with budget-conscious decision making. Value here is a combination of promotions and retailer trust.

Who's Shopping



Category Trip Drivers

- ▲ Other Snacks (cookies, bars, etc)
- ▲ Pet Food/ Pet Products
- ▲ Household Cleaning Products

Purchase Decision Influencers

- Taste
- ▲ A staple for my household
- Absolute price

Top Trip Missions

Two missions represent nearly half of all eComm trips



- 31% of eComm trips
- Driven by eGrocery Pickup & eGrocery Delivery



- 16% of eComm trips
- Driven by Concierge & eGrocery Delivery

Retailer Selection Influencers

Price/value/loyalty

Selection assortment

eCommerce

Shoppers want...



Everyday low prices



Products in stock



Has a mobile app

Top Pre-Shop Activities

Made a list

- ▲ Took inventory of my fridge, pantry & freezer to see what I need
- ▲ Set a budget for how much I will spend

Top During Shop Activities

- ▲ Look on the store's app for a deal/promotion while shopping
- ▲ Look on store's website for a deal/promotion while shopping
- Look for deal's in the store's weekly ad while shopping



How To Win This Trip

- Create seamless omnichannel experiences through integration of physical & digital navigation
- Enhance tools to simplify & personalize basket-building
- Leverage ways to build loyalty throughout the experience
 - Easy one-stop shopping & self-checkout
 - Trigger in-app loyalty reminders & instant rewards
 - Reinforce trust through transparency on pricing & delivery