

The Weekly Ad *Flash Point*

What Shapes Grocery Shopper Trust

We surveyed 904 grocery shoppers on how they use weekly ads, flyers, and app deals to find value, and what happens when the deal falls through. Shoppers check often and trust stores to deliver on what's advertised, and most of the time, the item is there. When it isn't, the reaction is immediate, and it's rarely neutral.

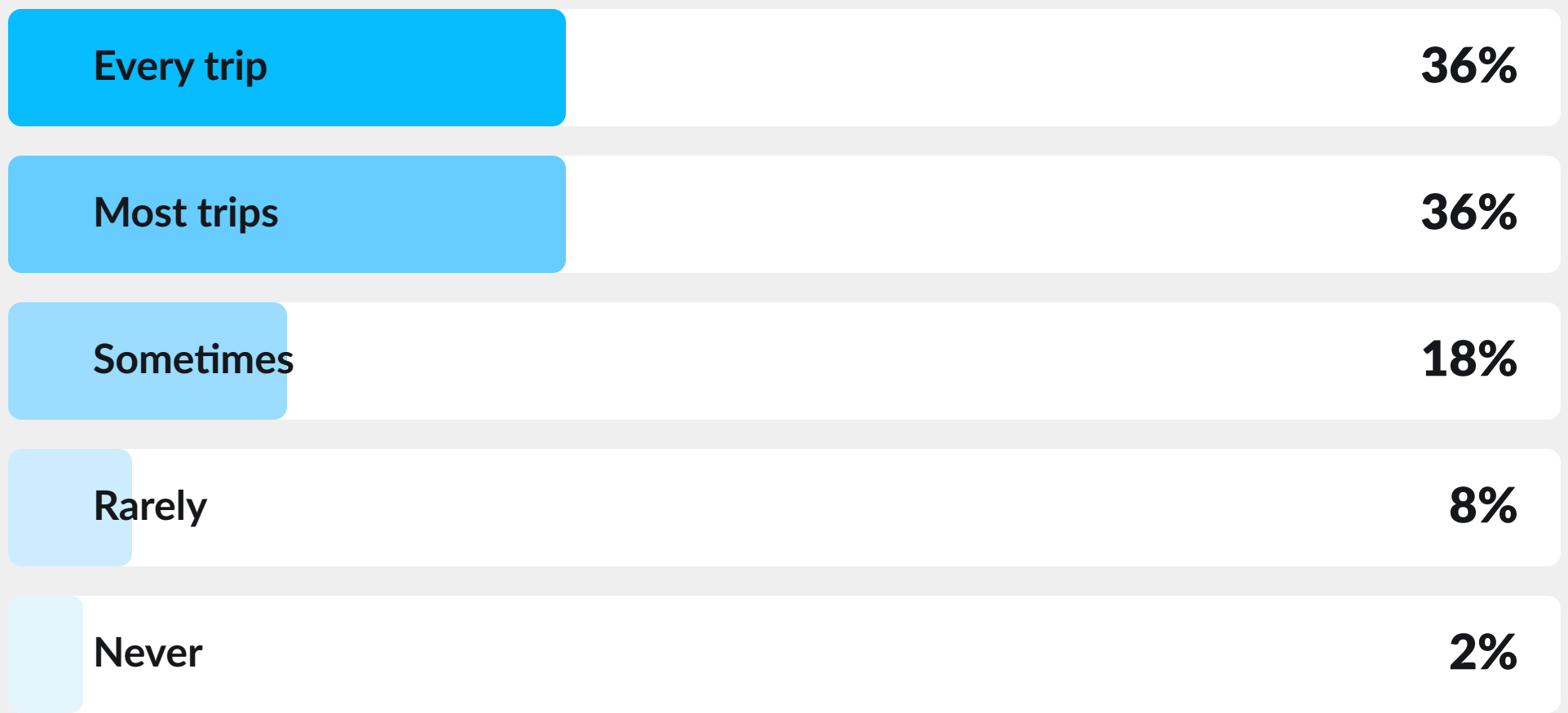


Why is this *important*?

For grocery retailers, marketers, merchandisers, and CX leaders, the weekly ad is one of the clearest signals shoppers get about value, and this survey shows how closely they watch it. 72% of shoppers check weekly ad or app deals on every trip or most trips, and 80% trust that advertised items will be honored.

That attention cuts both ways. Advertised items are usually on the shelf, but when one isn't, 86% of shoppers have some negative reaction. For merchandisers and CX teams, matching in-store execution to what's advertised is one of the highest-leverage ways to protect shopper trust and perceived value.

How often do you check a grocery store’s weekly ad, flyer, or app deals before you shop?

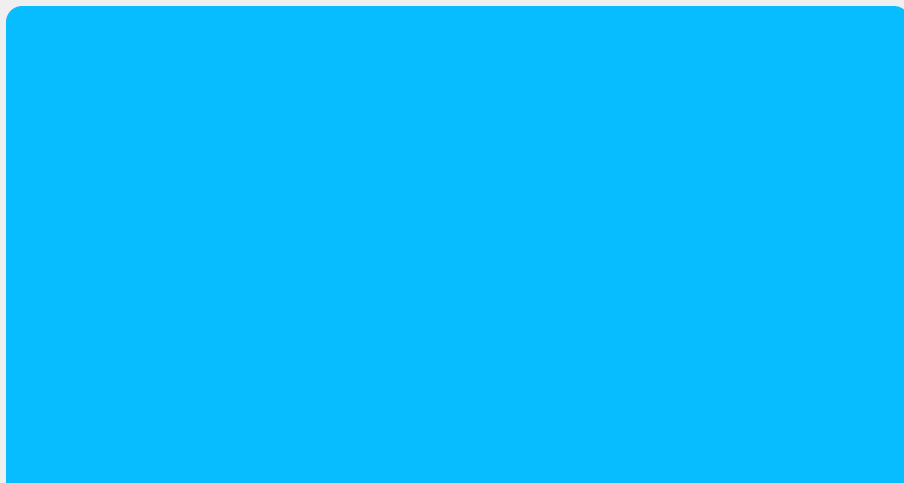


Which is closer to you?

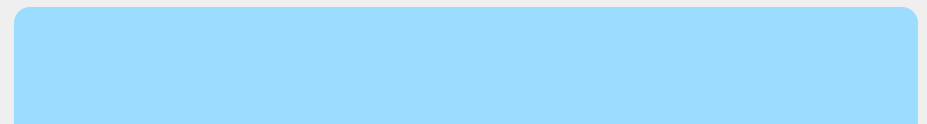


I trust that advertised deals will be in stock
and honored

I've learned not to count on advertised
deals being there

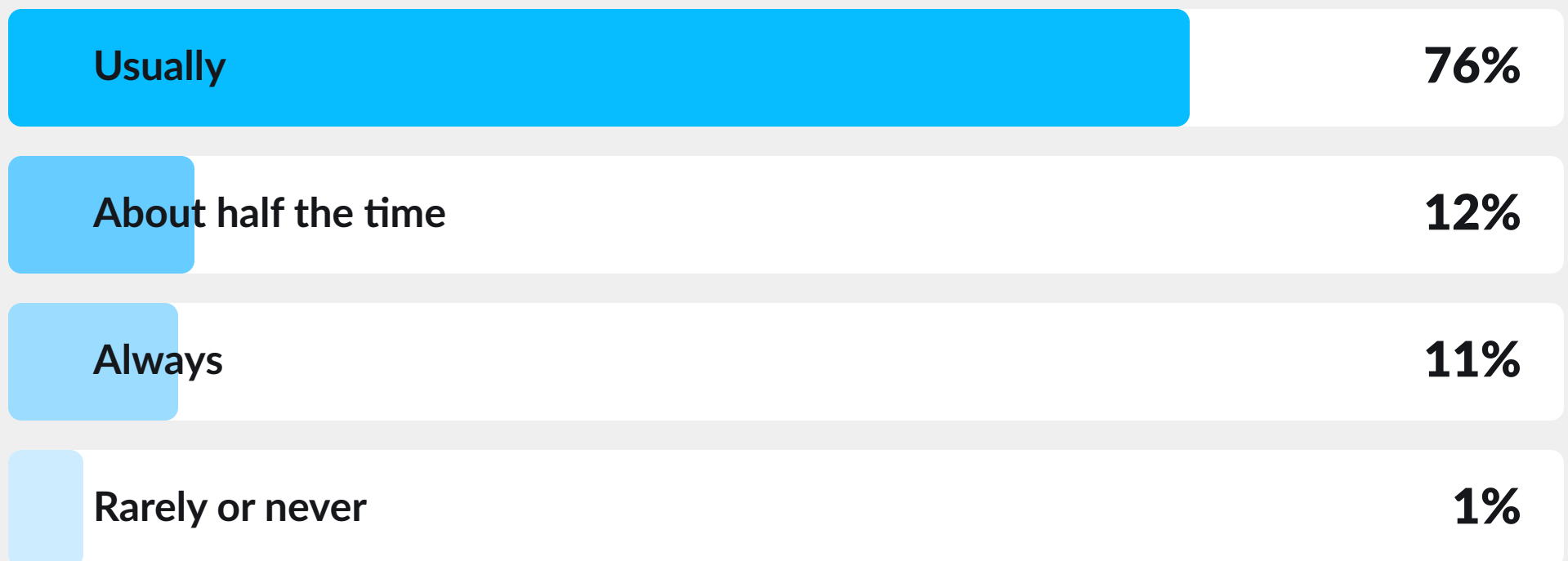


80%



20%

When you go to buy an advertised sale item, how often is it actually available?



When an advertised item is out of stock, how does it affect how you feel about that store?

86%

of shoppers have some negative reaction
when an advertised item is out of stock

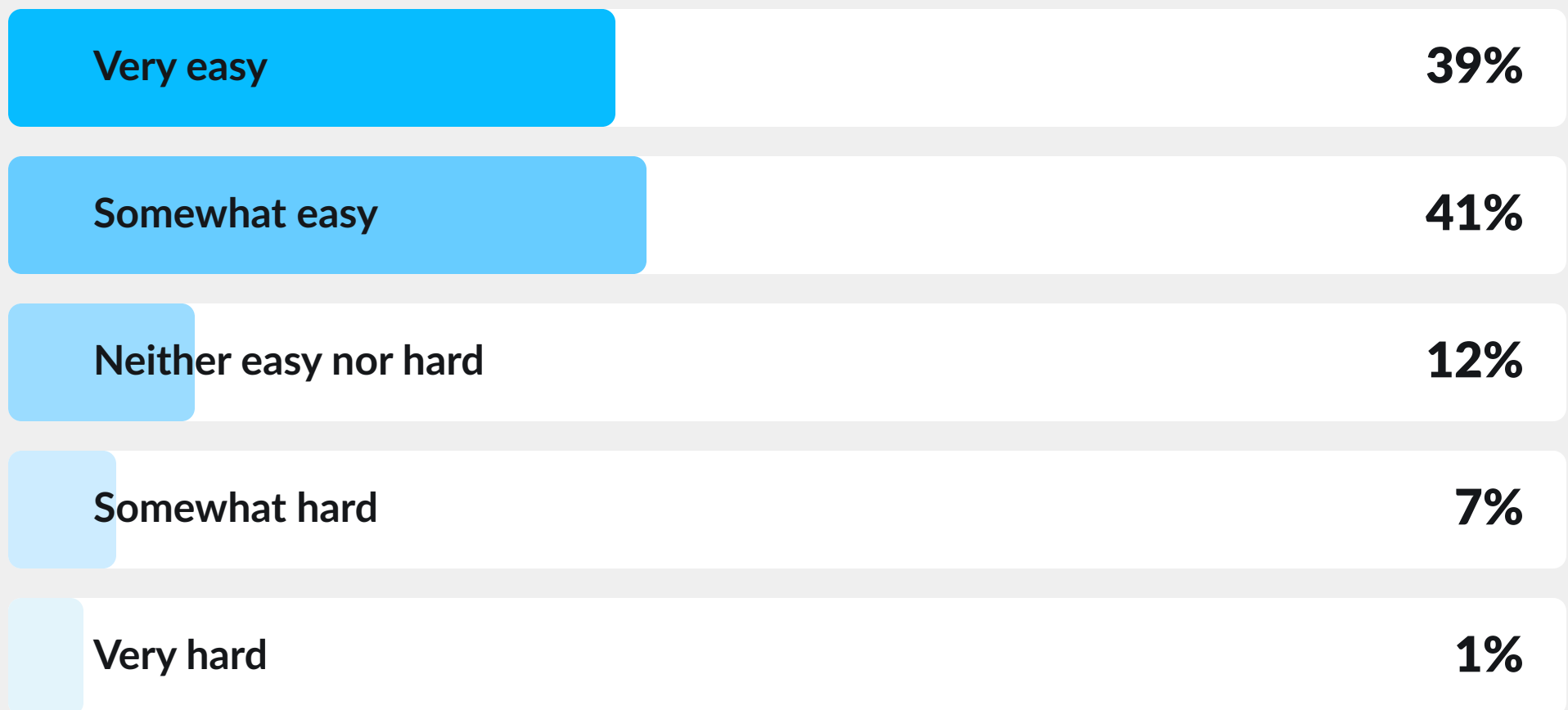
Mildly annoyed 58%

Frustrated 26%

Enough that I'd shop elsewhere next time 2%

No effect 14%

How easy is it to actually understand and get the savings stores advertise, for example, loyalty prices, digital coupons, or member deals?



80% say it's very or somewhat easy to understand and get the savings advertised.

Which one or two things most shape whether a store feels like good value to you?

65%

Low everyday prices

52%

Weekly sale deals

35%

Loyalty or member discounts

Other value drivers: Digital coupons & offers (27%) • Store-brand prices (11%)

What this means for *grocery retailers*

- 1 The weekly ad is a trust touchpoint, not just a marketing channel.**

Shoppers check it constantly (72% every trip or most trips) and 80% trust stores to honor what's advertised. Every advertised price reads as a promise.
- 2 Availability failures carry outsized weight.**

Advertised items are usually in stock (87% always or usually), but on the rare miss, 86% of shoppers react negatively. Protecting shelf availability on advertised items may matter more to trust than any single price point.
- 3 Value perception is anchored in the basics.**

Low everyday prices (65%) and weekly sale deals (52%) shape value far more than loyalty programs (35%), digital coupons (27%), or store-brand pricing (11%). Clarity isn't the barrier either: 80% already find advertised savings easy to understand.

About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today! letschat@intouchinsight.com 1-800-263-2980

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