

7 Elements of Winning Grocery Product Pages

Why shoppers click and buy on Kroger,
Target, Walmart, and Amazon

2021



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Target, Walmart, and Amazon

2021



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Your Amazing Presenters



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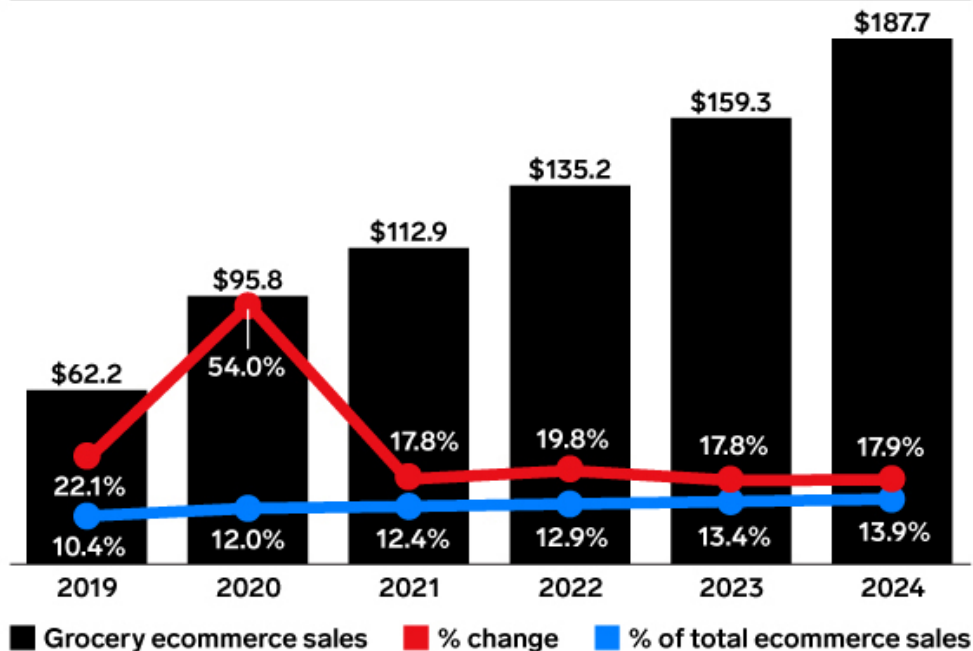
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**US online grocery sales
grew 54.0% in 2020
to reach \$95.82 billion**



US Grocery Ecommerce Sales, 2019-2024

billions, % change, and % of total ecommerce sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; grocery products include food and beverage (both perishable and nonperishable items) and household consumables such as cleaning, personal care, and pet products that you would typically find at a grocery store; excludes food services and drinking place sales

Source: eMarketer, March 2021

US Grocery Market Share and Store Footprint

WALMART

\$288 billion in sales with 4,253 stores

KROGER

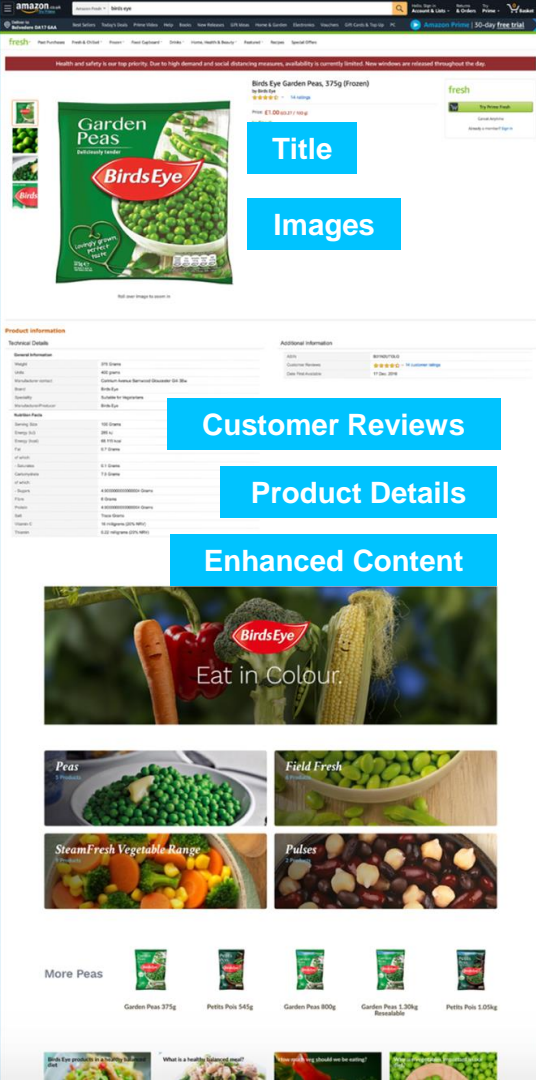
\$121 billion in revenue with 2,759 stores

AMAZON

\$24.8 billion in sales with 500 Whole Foods stores

TARGET

\$18.7 billion in revenue with 1,897 stores



ATTENTION

INTEREST

RESEARCH

INTENT

DECISION

BUY

Product Pages
must serve the
entire customer
buying journey



7 Elements of Winning Grocery Pages

1. Know your retailer.
2. Know your buyer.
3. Include product specifications in your product title.
4. Use product hero imagery to drive *clicks*.
5. Include keywords in product description and bullets.
6. Use supporting carousel images to drive *conversion*.
7. Adopt a practice to monitor and optimize your product catalog.



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#1 KNOW YOUR RETAILER

Your content must be optimized for the unique and constantly changing **retailer requirements**

31

Walmart
Supplier Center



167

Amazon
Vendor Central



160

Target



35

Kroger



Some History:

Retailers have invested differently in ecommerce over time

Launched a website



Offered alternative delivery



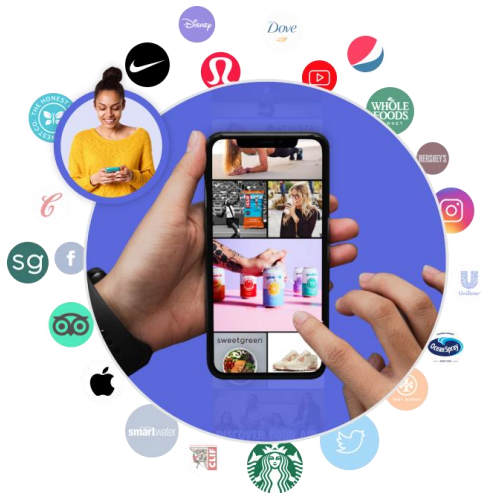
Made significant digital investments



UNDERSTANDING VISUAL PREFERENCES: #2 KNOW YOUR BUYER

Vizit uses AI to measure how visual content resonates with consumer audiences by correlating patterns in visual elements with engagement levels on thousands of digital images.

Audience Profile



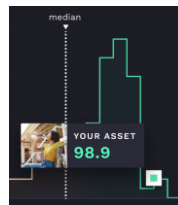
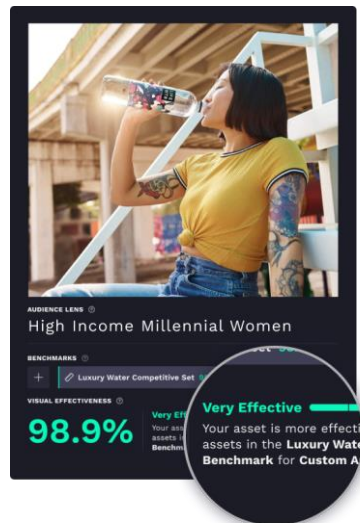
Vizit discovers and collects **thousands of digital images** that your audience is exposed to online.

Visual Dataset & Analysis



Vizit's patented AI algorithms **identify engaging elements of visual content** that are unique to your audience.

Audience Preferences



Vizit models the visual preferences of your audience and **scores new content for visual effectiveness.**



Snacks

Why shoppers click and buy.

Content Benchmarks

Snacks



Top 10%

Bottom 10%



No. of
Reviews



Avg.
Rating



Title
Length



Description
Length



No. of
Bullets



No. of
Images



Enhanced
Content

	No. of Reviews	Avg. Rating	Title Length	Description Length	No. of Bullets	No. of Images	Enhanced Content
Walmart ✱	88	4.29	85	494	5	5	26%
	1	1	48	162	1	1	0
amazon	1019	4.75	106	715	5	8	100%
	0	0	50	150	2	2	0
Kroger	78	4.6	43	379	4	3	Not Available*
	0	0	44	169	0	1	Not Available*
target	120	4.5	52	565	5	6	96%
	4	2.1	44	152	3	3	0

*As of August 2021, Kroger was not yet providing brands the opportunity to supply below-the-fold content.

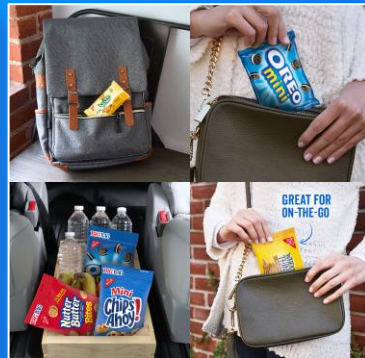
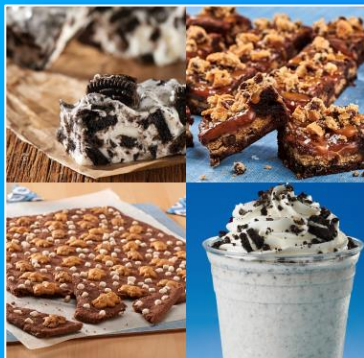
SNACKS: VISUAL PERFORMANCE TRENDS

Snacks Product Hero and Supporting Carousel Images (image content from Amazon, Kroger, Target, & Walmart).



Product Hero Image Trends

- Boxes with products superimposed in front
- Snack bags arranged in a "fanned" formation
- Packaging where the dominant color is blue (especially on Target)

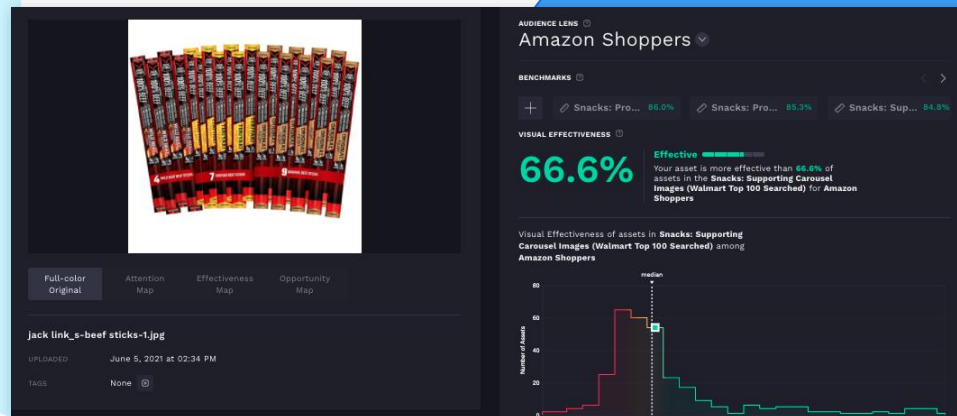
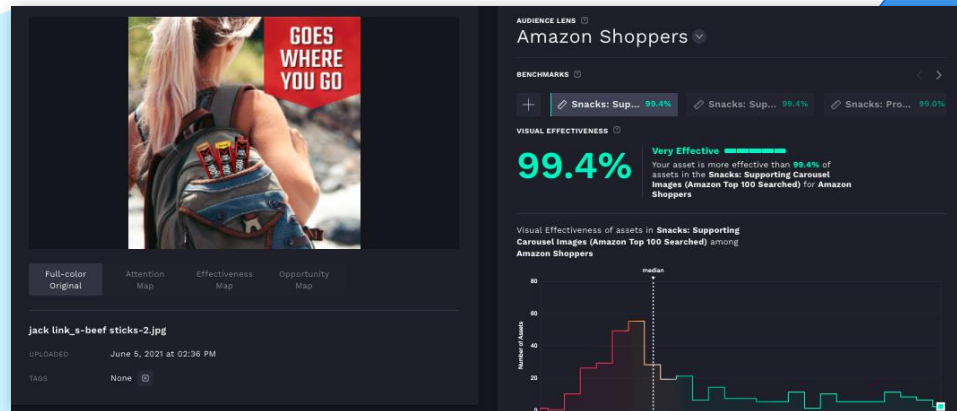
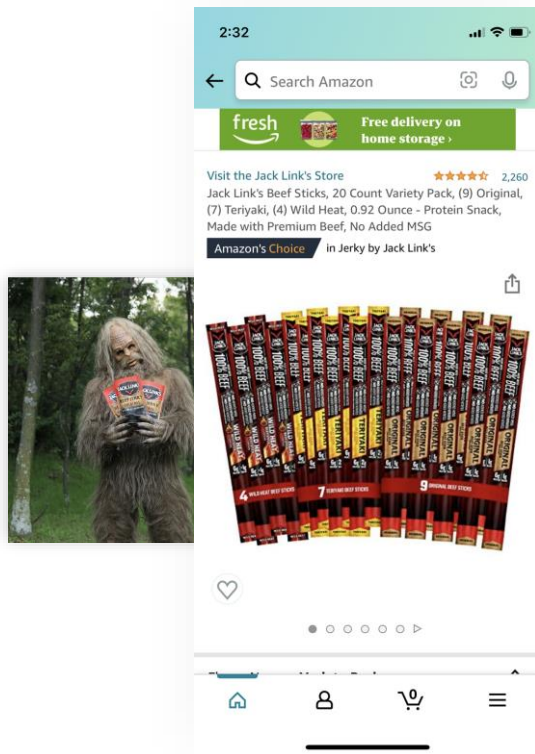


Carousel Image Trends

- Visuals of snacks being used as part of a recipe
- Images of snacks "on the go" or highlighting portability
- Outdoor/hiking scenery

SKU Spotlight: Jack Links Beef Sticks on Amazon

Jack Links Beef Sticks product page is highly visually effective for Amazon Shoppers



Examples of a Winning PDP - Amazon (JackLinks)

Grocery & Gourmet Food › Snack Foods › Meat Snacks › Jerky



Roll over image to zoom in

Jack Link's Premium Cuts Beef Steak, Teriyaki, Great Protein Snack with 18g of Protein and 9g of Carbs per Serving, Made with Premium Beef, 2 Ounce (Pack of 12)

Visit the Jack Link's Store

★★★★★ 2,104 ratings | 9 answered questions

Amazon's Choice In Jerky by Jack Link's

Price: **\$23.88** (\$1.00 / ounce) **Get Fast, Free Shipping with Amazon Prime**

Get \$50 off instantly: Pay \$0.00 ~~\$23.88~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Flavor: **Teriyaki**

BBQ Original Peppered **Teriyaki**

Steak Bars



Flavor

Teriyaki

Brand

Jack Link's

Ingredients

Beef, Brown Sugar, Fructose, Salt, Water, less than 2% Hydrolyzed Soy Protein, Flavorings, Pineapple Juice Solids, Teriyaki Sauce [Soy Sauce (Soybeans, Salt, Wheat), Apple Vinegar, Sake, Sherry Wine, Garlic, Must...

See more

Weight

2 Ounces

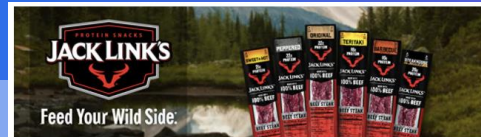
Allergen Information

Soy

About this item

- FULL OF FLAVOR** – Jack Link's Premium Cuts Beef Steak starts with the family recipe. Then we added some sweet teriyaki flavor and slow smoked it to a sweet and salty perfection. It became an instant classic and is a favorite of generations of our family.
- MADE WITH 100% PREMIUM BEEF** – We start with carefully selected cuts of 100% premium beef, and then marinate it in our signature seasoning blend and slow smoke it over hardwood. They're an epic protein snack you're sure to crave!
- EXCELLENT SOURCE OF PROTEIN** – Talk about a protein snack! 18g of protein per serving from a deliciously tasty beef steak. Thank you, meat!
- READY-TO-EAT BIG PACKS** – Stick a steak in your backpack, your back pocket, your jacket pocket. Wherever you can conveniently grab it when hunger strikes. No refrigeration required, it's the perfect snack for work, home, the trails or the lake.
- #1 SELLING BEEF JERKY BRAND** - When you open a bag of Jack Link's, you get a taste of the American tradition that made this family business a success: hard work, fun and quality products. Our protein snacks are the fuel for people to Feed Their Wild Side.

New (13) from **\$23.88** FREE Shipping on orders over \$25.00 shipped by Amazon.



Excellent Source of Protein

Talk about a protein snack! 18g of protein per serving from a deliciously tasty beef steak. Thank you, meat!



Made with 100% Premium Beef

We start with carefully selected cuts of 100% premium beef, and then marinate it in our signature seasoning blend and slow smoke it over hardwood. They're an epic protein snack you're sure to crave!



Ready to Eat Big Packs

Stick a steak in your backpack, your back pocket, your jacket pocket. Wherever you can conveniently grab it when hunger strikes. No refrigeration required, it's the perfect snack for work, home, the trails or the lake.



Good Source of Protein	✓	✓	✓	✓	✓
Available Flavors	Original, Peppered, Barbecue Recipe, Sweet & Hot, Teriyaki	Original	Original, Teriyaki	Original, Teriyaki	Original, Teriyaki
Pack Size	1 oz 12 pack	0.92 oz 30 pack	1.5 oz 8 pack	0.9 oz 12 pack	0.825 oz 30 pack
Lunchbox Friendly	✓	✓	✓	✓	✓

Meat

Why shoppers click and buy



Top 10%

Bottom 10%


Content Benchmarks


Meat


No. of
Reviews


Avg.
Rating


Title
Length


Description
Length


No. of
Bullets


No. of
Images

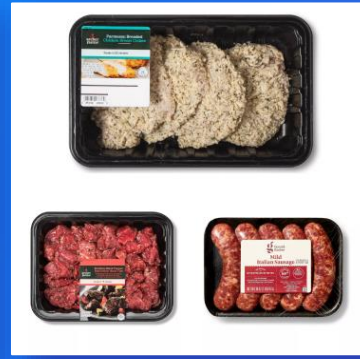

Enhanced
Content

		No. of Reviews	Avg. Rating	Title Length	Description Length	No. of Bullets	No. of Images	Enhanced Content
Walmart ✱		206	4.5	6	638	6	6	30%
		0	0	1	61	1	2	0
amazon		5904	4	108	837	5	7	71%
		0	0	51	197	3	3	0
Kroger		171	4.6	62	530	5	3	Not Available*
		0	0	42	151	5	2	Not Available*
target		138	4.8	54	387	5	6	18%
		0	0	53	397	4	2	0

*As of August 2021, Kroger was not yet providing brands the opportunity to supply below-the-fold content.

MEAT: VISUAL PERFORMANCE TRENDS

Meat Product Hero and Supporting Carousel Images (image content from Amazon, Kroger, Target, & Walmart).



Product Hero Image Trends

- Vertical badging on the right side indicating quantity
- Sliced meat on wooden cutting boards
- Meat presented in black packaging on white backgrounds

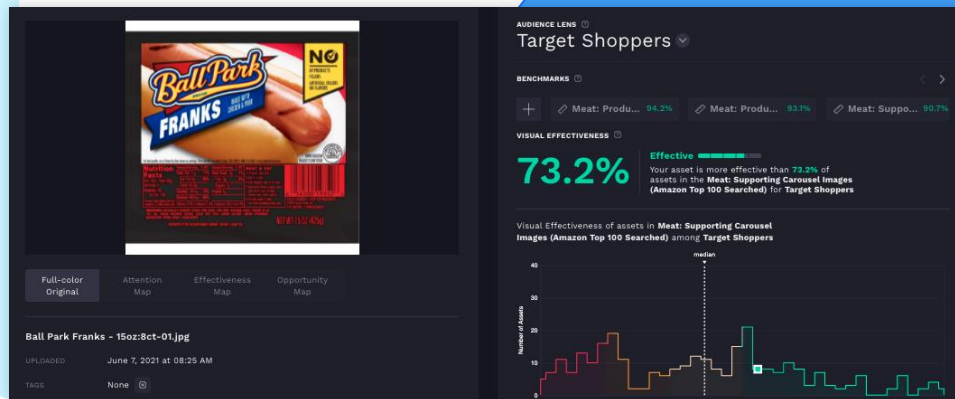
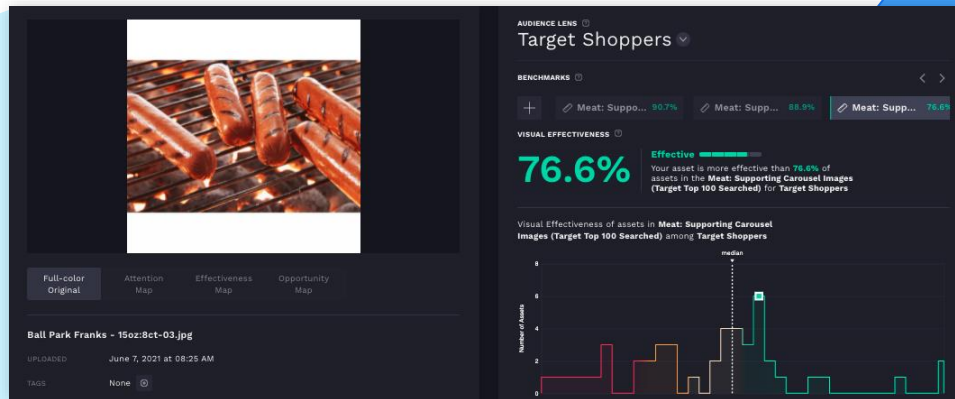


Carousel Image Trends

- Imagery of meat on a grill or barbeque setting
- Meat pictured within sandwiches (particularly Oscar Mayer brand)
- Meat pictured on deli paper

SKU Spotlight: Ball Park Franks on Target

The Ball Park Franks product page is highly visually effective for Target Shoppers





Categories ▾ Deals ▾ What's New ▾ Pickup & Delivery ▾

Ball Park Franks

You're shopping (closes at 10pm):
Boston Beacon Hill ▾

[Target](#) / [Grocery](#) / [Meat & Seafood](#) / [Hot Dogs](#)

Ball Park Franks - 15oz/8ct

[Shop all Ball Park](#)



\$3.69

★★★★★ 819 ▾

[1 Question](#)

Quantity

1 ▾

Description

Enjoy the taste of summer all year long with Ball Park® Classic Hot Dogs, Original Length. Made with no by products or fillers, these fully cooked hot dogs are perfect for cookouts and barbecues. These classic hot dogs provide 5 grams of protein per serving with no artificial colors or flavors. Each 15 oz pack includes 8 hot dogs. Ball Park® Brand was born on a warm summer day at Detroit Tiger Stadium in 1957. Maybe that is why Ball Park® Brand and summer go hand in hand. Over 60 years later, they are not just hot dogs, they are a summer tradition. Whether it is the roar of the stadium, the sizzle of the grill, or the smell of the backyard cookout, there is something about the Ball Park® Brand that just tastes like summer, no matter what the season. So fire up the grill, invite over family and friends, and Bring On Summer® with Ball Park® Brand.

Guest Ratings & Reviews



4.5

100

★★★★★
819 star ratings

100% would recommend
2 recommendations

5.0 Taste
out of 5

5.0 Quality
out of 5

5.0 Value
out of 5

Review images



Beverage

Why shoppers click and buy



Top 10%

Bottom 10%


Content Benchmarks


Beverages


No. of
Reviews


Avg.
Rating


Title
Length


Description
Length


No. of
Bullets


No. of
Images

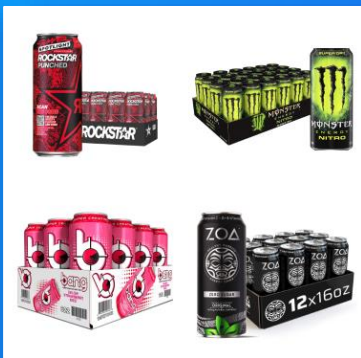

Enhanced
Content

	No. of Reviews	Avg. Rating	Title Length	Description Length	No. of Bullets	No. of Images	Enhanced Content
Walmart ✱	594	4.7	92	705	6	7	39 %
	0	0	50	324	1	2	0
amazon	12440	4.8	138	881	5	7	86 %
	4	3.25	50	119	2	4	0
Kroger	250	4.8	70	699	6	3	Not Available*
	8	2.5	39	152	0	1	Not Available*
target	501	4.8	49	571	5	6	44%
	5	2	47	222	2	3	0

*As of August 2021, Kroger was not yet providing brands the opportunity to supply below-the-fold content.

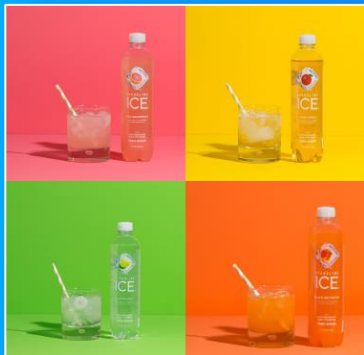
BEVERAGES: VISUAL PERFORMANCE

Beverage Product Hero and Supporting Carousel Images (image content from Amazon, Kroger, Target, & Walmart).



Product Hero Image Trends

- Horizontal badging denoting quantity and amount
- Energy drink product hero images (packaging)
- Multiple cans are more visually effective than displaying a single can

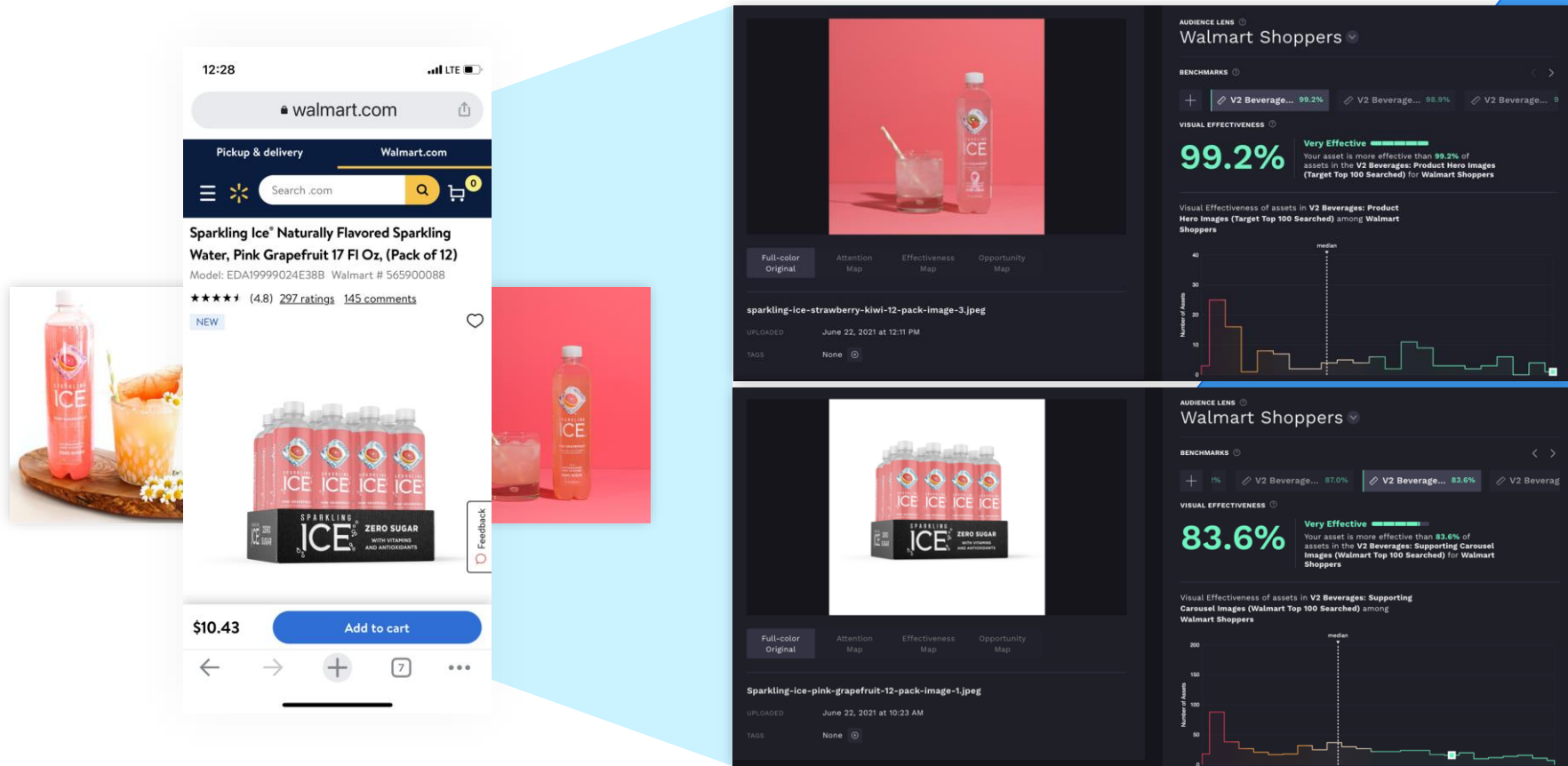


Carousel Image Trends

- Colorful backgrounds and noticeable drop shadow
- Rockstar brand racing lifestyle imagery is highly effective (especially for Walmart shoppers)
- Including fresh fruit is highly visually effective

SKU Spotlight: Sparkling Ice Water

The Sparkling Ice Water (Grapefruit) product page is highly visually effective for Walmart Shoppers



Breakfast

Why shoppers click and buy



Top 10%

Bottom 10%

Content Benchmarks

Breakfast

	 No. of Reviews	 Avg. Rating	 Title Length	 Description Length	 No. of Bullets	 No. of Images	 Enhanced Content
	925	4.7	83	658	5	5	40%
	0	0	1	193	1	2	0
	2458	4.5	94	586	5	6	93%
	5	2.5	51	165	2	3	0
	41	4.6	62	406	4	2	Not Available*
	91	2.4	47	204	1	1	Not Available*
	114	4.9	57	692	5	6	85%
	0	0	51	297	4	2	0

*As of August 2021, Kroger was not yet providing brands the opportunity to supply below-the-fold content.

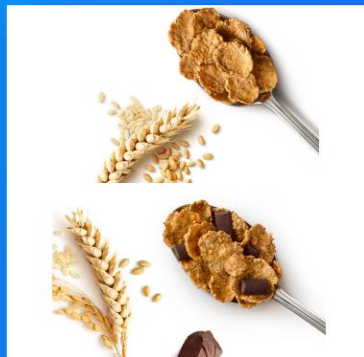
Breakfast: Visual Performance Trends

Breakfast Product Hero and Supporting Carousel Images (image content from Amazon, Kroger, Target, & Walmart).



Product Hero Image Trends

- Quarter-turn rotation
- Jimmy Dean brand product hero images
- Boxes with products superimposed in front

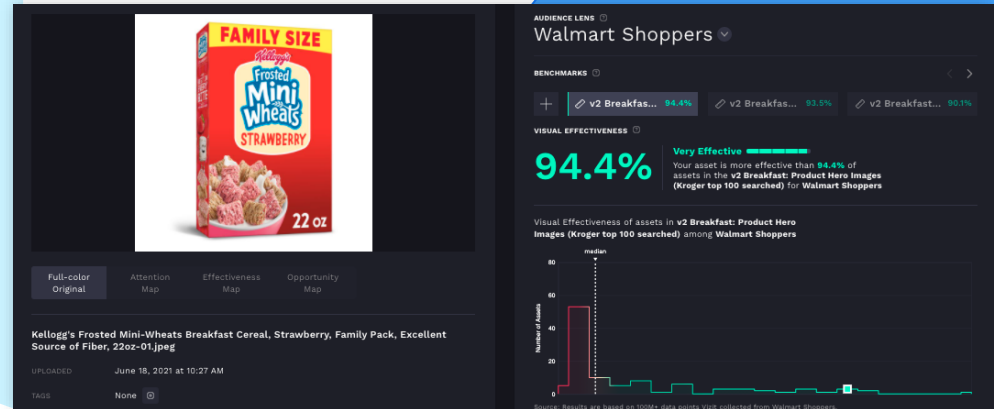
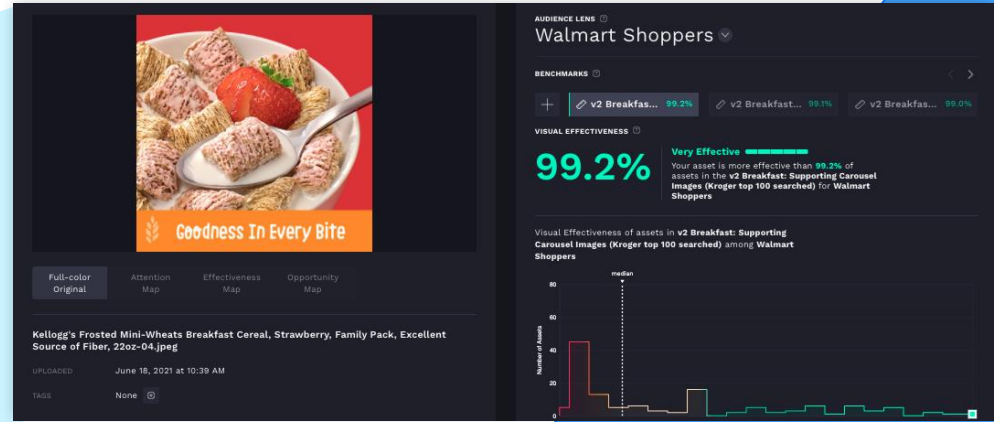
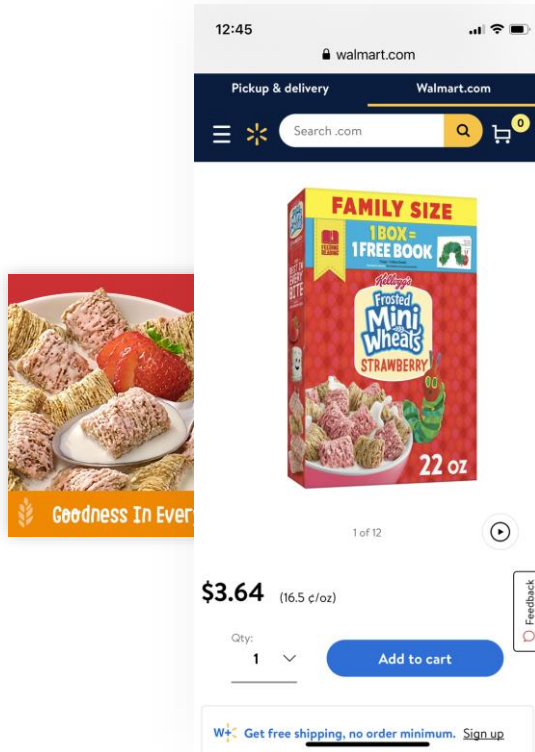


Carousel Image Trends

- Visuals of milk being poured
- Isolated ingredients displayed on white backgrounds
- Jimmy Dean brand instruction visuals featuring food imagery

SKU Spotlight: Kellogg's Frosted Mini Wheats on Walmart

Kellogg's Frosted Mini Wheats (Strawberry) product page is highly visually effective for Walmart Shoppers



Home > Breakfast > Cereal & Granola > Kellogg's Frosted Mini-Wheats® High Fiber Original Breakfast Cereal

Kellogg's Frosted Mini-Wheats® High Fiber Original Breakfast Cereal

★★★★★ 4.8 (589)

18 oz UPC: 0003800019934

Purchase Options

Located in Aisle 9

☐ Pickup SNAP EBT Eligible \$2.99 in store

☐ Delivery \$2.98 in store

☒ Ship Next purchase 2 or more \$2.88

Sign in to Add



Frosted Mini-Wheats
Follow HOME FEEDING READING FRESH

Follow our store to be first to know about new releases

100% whole-grain wheat

We use the entire kernel of wheat to get the most nutrients.

40g of whole grains

That's over 60% of the daily intake recommended for adults.

7 essential vitamins and minerals

Including iron to help fuel you.

21% of daily fiber for adults

Especially in a healthy diet, fiber helps fill you up.

100% of daily iron for adults

100% of your daily value of iron and folate for adults

10 Layers of Wheat to Fill You Up

Food > Breakfast & Cereal > Cereal & Granola > Healthy Cereal



Frosted Mini-Wheats

Kellogg's Frosted Mini-Wheats Breakfast Cereal, High Fiber Cereal, Kids Snacks, Original, 18oz, 1 Box

★★★★★ (4.8) 670 ratings 2 comments Walmart # 574584411

\$2.88 (16.0 c/oz)

Only 1 left!

Qty:

1

Add to cart

Free pickup today
In stock at Lynn, 780 Lynnway

Delivery not available

More delivery & pickup options

About This Item

We aim to show you accurate product information. Manufacturers, suppliers and others provide what you see here, and we have not verified it. [See our disclaimer](#)

Greet the day with Kellogg's Original Frosted Mini-Wheats - a wholesome, low fat breakfast cereal that's built for big days. These bite-size biscuits pack a hearty crunch with crispy layers of wheat made from 100% whole grain that are frosted with irresistible sweetness in every bite. With 48 grams of whole grain per 60 gram serving, these tasty squares are not only delicious but are an excellent source of fiber. Each satisfying serving contains a good source of 7 vitamins and minerals to help fuel you for what's ahead. Kellogg's Frosted Mini-Wheats make a nutritious, anytime meal or snack. Enjoy wheat bites throughout the day - as a well-deserved snack at the office, an afternoon pick-me-up, a post-workout treat, or a late-night bowlful of sweet, crunchy homemade trail mix. A travel-ready food, this cereal is perfect to pop on-the-go moments. Kellogg's Original Frosted Mini-Wheats are a great that follow.

Kellogg's Frosted Mini-Wheats Breakfast Cereal, High Fiber Cereal, Kids Snacks, Original, 18oz, 1 Box

- Crunchy, bite-sized wheat biscuits with the irresistible taste of
- Start your day with a healthy meal or snack
- With 48 grams of whole grain per 60 gram serving
- Colors; No high fructose corn syrup
- A low fat, healthy meal or snack
- Perfect for work, school, or travel
- Includes 1, 18 oz box of cereal
- Great taste



#7 Optimizing Product Content at Scale

1

Focus on SKUs that need the most attention – those that are losing sales, dropping in search rankings, and recently launched.

2

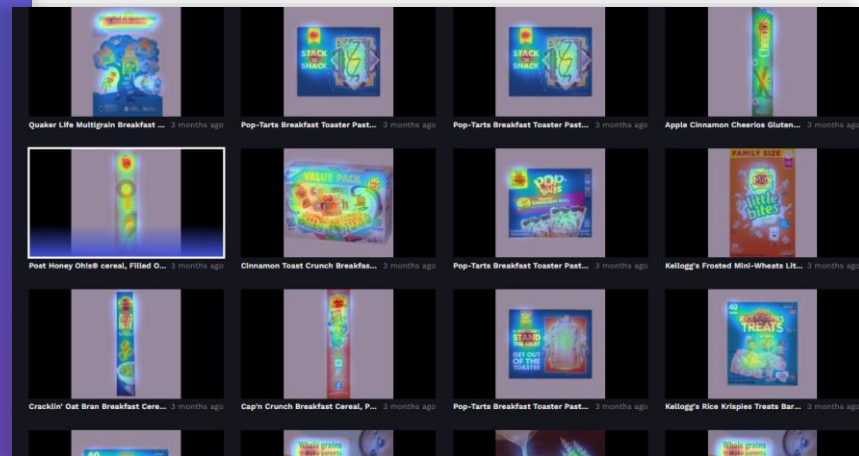
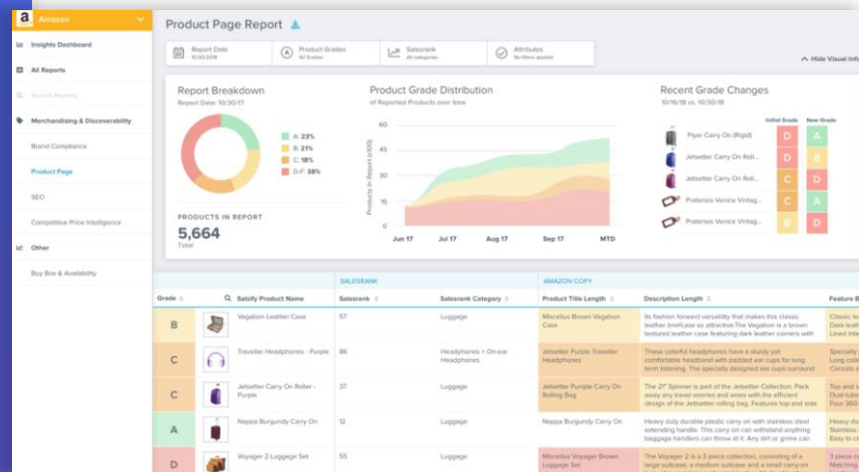
Utilize SEO recommendations to improve discoverability and review insights to update product descriptions and bullets.

3

Analyze images in your PIM/DAM to understand what motivates traffic and conversions and create more impactful imagery.

4

Utilize Digital Shelf Monitoring Platforms to understand the impact these changes are making on sales and share.





7 Elements of Winning Grocery Pages

1. Know your retailer.
2. Know your buyer.
3. Include product specifications in your product title.
4. Use product hero imagery to drive *clicks*.
5. Include keywords in product description and bullets.
6. Use supporting carousel images to drive *conversion*.
7. Adopt a practice to monitor and optimize your product catalog.



SALSIFY

VIZIT

Salsify CommerceXM Platform



VIZIT

The World's Only Visual Brand Performance Platform

Vizit gives you the power to predict how online shoppers will react to your product imagery in real-time



Measure the conversion power of all your visual content, in real time



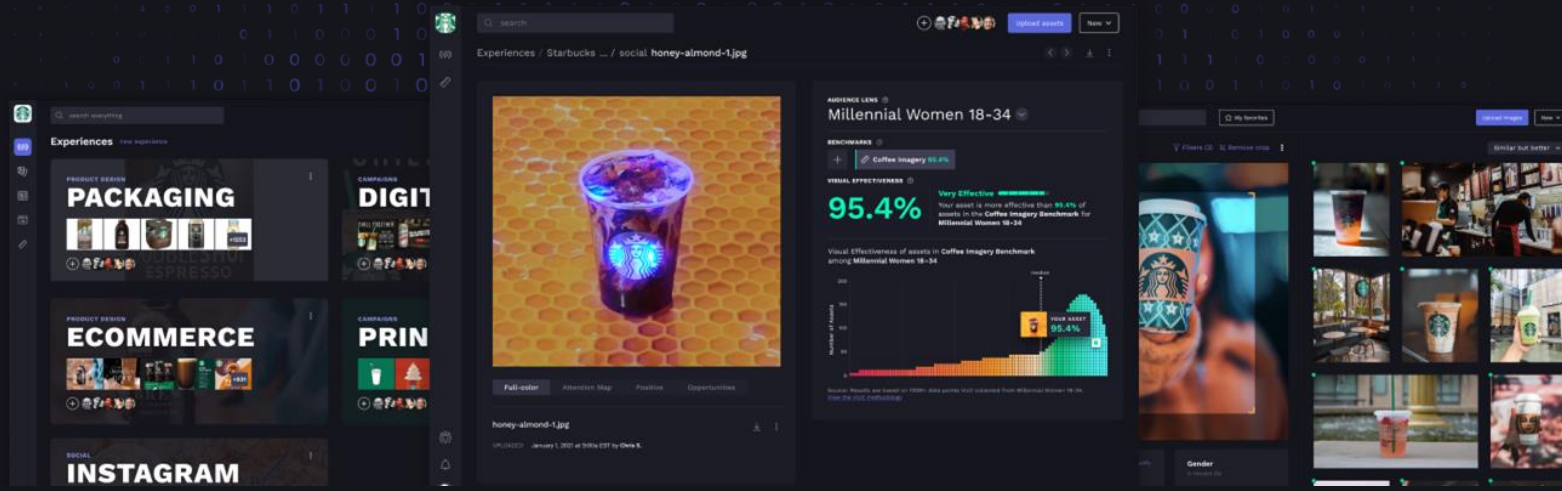
Identify the most visually effective images in your PIM/DAM



Benchmark imagery against competitors



Gain a central source of truth around image effectiveness



See More

Access more data at

<https://www.salsify.com/resources/content-winning-elements-of-grocery-product-pages>

WINNING ELEMENTS OF GROCERY PRODUCT PAGES

Benchmarks for Amazon, Kroger, Target, and Walmart

SALSIFY VIZIT

PRODUCT PAGES AND THE ECOMMERCE EXPLOSION

Amid COVID quarantines and stay-at-home orders, ecommerce grocery sales rose 54% YOY in 2020 to total \$95.8 billion in the United States. Consumers rely on product page information on retailer sites in order to discover products and to decide what to buy. That tendency is not going away even as restrictions lift. Ecommerce grocery sales are projected to reach \$187.7 billion by 2024.

Ecommerce grocery sales

Year	Sales (Billion)
2020	\$95.8
2024 (est)	\$187.7

PRODUCT PAGES MUST SERVE THE ENTIRE CUSTOMER BUYING JOURNEY



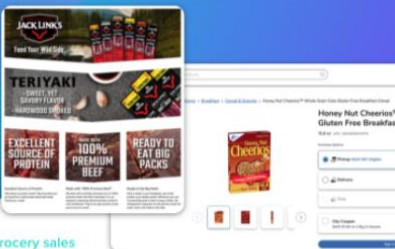
To get discovered, your page must rank above others in your category. Winning search rank on grocery retailers like Amazon, Kroger, Target, and Walmart requires a rich set of product attributes, description requests and informative product hero imagery.

To win the sale, your page must provide a robust set of product details, high-value customer reviews, 4 star ratings or above, a compelling set of product variant images, and tastefully rich media assets.

Each retailer provides its shoppers a differentiated experience. The Winning Elements of Grocery Product Page Benchmarks look at the leading breakfast, snack, meat, and beverage products on Amazon, Kroger, Target, and Walmart so that your team can understand what performs best in a category for each retailer. With Visual Performance Trends and Visual Effectiveness Score, you can produce a predictive forecast of how effective an image will be with consumers buying breakfast, snack, meat, and beverage products on Amazon, Kroger, Target, and Walmart.

REPORT NAVIGATION

QUICK START MENU





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