



Collapsing the Grocery Funnel

The market demands we shorten the path to purchase – discover how Roku makes it seamless.



The State of Grocery

From market pressures to marketing possibilities.

Consumer expectations are reshaping grocery. Price sensitivity and private-label growth are chipping away at loyalty, while omnichannel shopping has made the journey more fragmented – and more vulnerable to distraction. Collapsing the grocery funnel closes the gap, turning discovery into purchase.

With precise targeting at scale, shoppable formats, and retail media, Roku turns customer attention into intention.



Meet the Roku Grocery Shopper



Budget-Minded

64% of Roku users agree they plan to try private label brands to cut costs.

Omnichannel

Only 40% of Roku users buy groceries exclusively in-store.

#1: Convenience

Convenience is the #1 reason for grocery delivery, 45% buy online when too busy to shop in-store.

Product Picks

74% plan purchases ahead, and nearly half say TV ads guide their product choices.

1

Connect with Price-Sensitive Shoppers

Rising prices are pushing shoppers to embrace private labels and seek promotions.

• 4 in 10

Americans are value seekers

Bread prices have increased from 2020 to 2025

+26%

-\$2

Private label products now cost an average of roughly \$2 less than alternatives

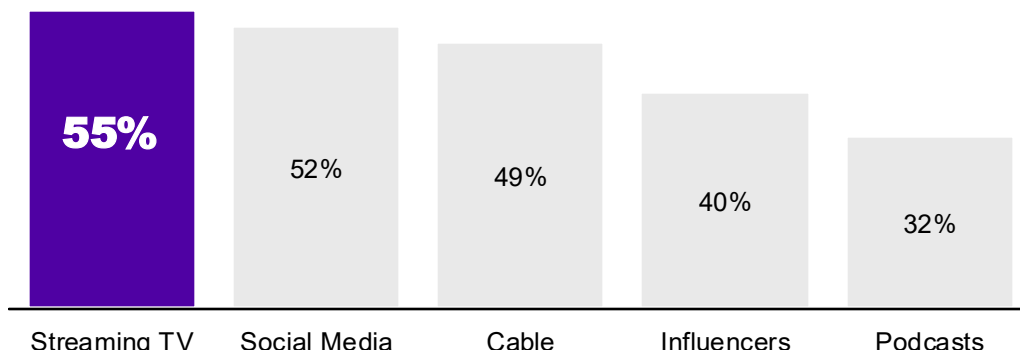
Be America's Living Room Endcap

Everyday Traffic

Roku is a daily routine, our typical household powering on 25+ days a month and streaming 4+ hours per day.

Premium Placement

125 million people reached the moment they turn on their TV. Streaming is the #1-way Roku users learn about CPG products.



2

Deliver Seamless Shopper Experiences

Shoppers expect
frictionless and
personalized experiences
in-store, online and
everywhere in between.

\$220B

forecasted U.S. online
grocery sales this year

Digital grocery will
make up 1 in 4
grocery sales by 2027

25%

41%

of people shop for groceries
online on a weekly basis

Shorten the Grocery Path to Purchase

ROKU ACTION ADS

**+47% lift in
purchase intent
on average.**



OK-to-Text

OK-to-Email

OK-to-Checkout



Turn Attention into Intention

**You're watching your
favorite cooking show.**

A recipe appears – and with one click, the ingredients are added to your grocery cart.

With Roku Action Ads, this seamless moment is real. Viewers can shop, learn, or buy instantly, with a click of their TV remote, turning inspiration into intent.

3

Unlock Growth with Retail Media

The retail media boom is supercharging connected TV (CTV) - connecting the dots from exposure to purchase.

\$5B

Retail media CTV spend will hit this year

CTV to capture nearly 25% of all retail media video ad spend by 2027

25%

3x

Retail media on CTV is expected to grow faster than on search

Retail Media + Roku = Results

Maximize Outcomes

Roku partners with grocery leaders to bring personalization, commerce, and closed-loop measurement to the biggest screen in the home.

45%

of Roku + Instacart campaign buyers were new-to-brand.

Commerce Partners



Targeting

Category Buyers

New Buyers

Lapsed Buyers

Competitor Buyers

Measurement

Attributed Sales

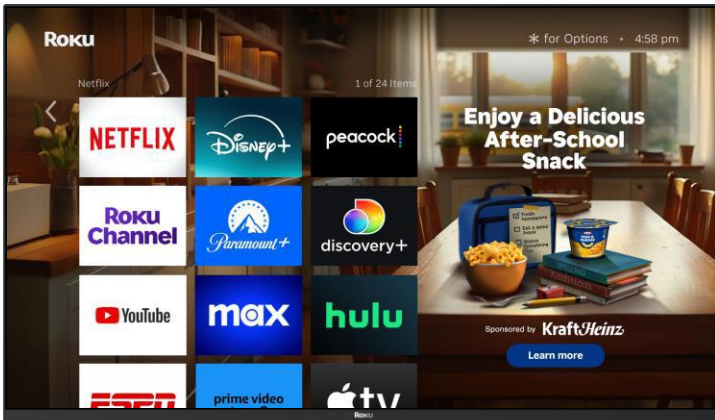
ROAS

Incrementality

New to Brand

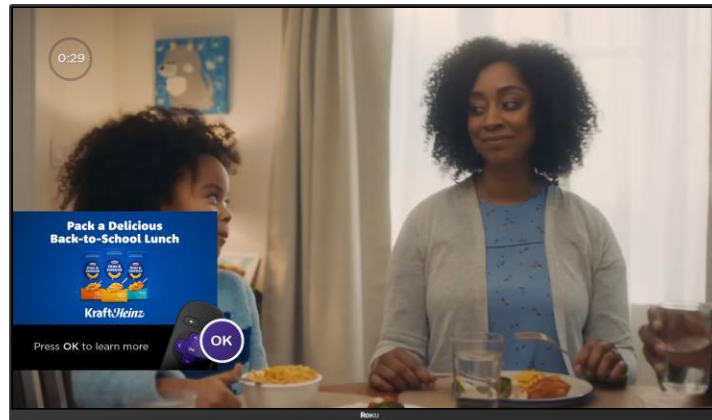
A Recipe for Success

Roku can help revolutionize grocery marketing by quickening the time between discovery and conversion. Collapsing the grocery funnel is as easy as:



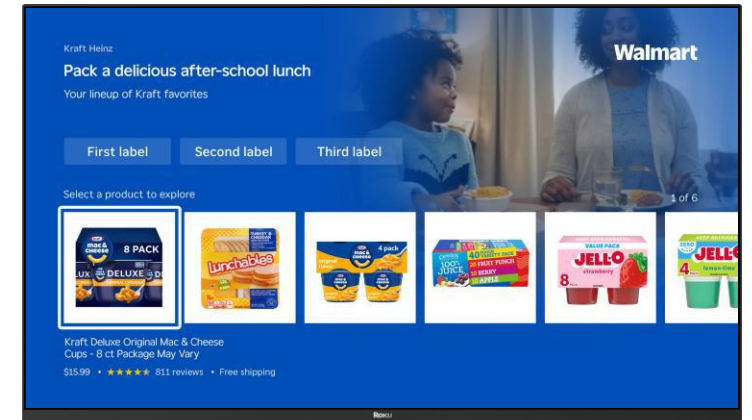
1

Connect with Price-Sensitive Shoppers



2

Deliver Seamless Shopper Experiences



3

Unlock Growth Through Retail Media

Reach, Ring-Up, Re-Stock, Repeat.



Reach

Connect with Price-Sensitive Shoppers

When it's time for their grocery run, be top of mind to stay top of cart.

Solution: Video + Native Ads



Ring-Up

Deliver Seamless Shopper Experiences

Push shoppers closer to adding to cart whether it's online or in-store.

Solution: Action Ads



Re-Stock

Unlock Growth with Retail Media

Drive repeat purchases, increase basket sizes, and maximize return on ad spend.

Solution: Commerce Media

Leading soda brand increases sales with high-impact experiences.

The brand reached high-intent category audiences across the Roku Experience – with our home screen, Food TV destination, custom branded content, and shoppable ad formats.

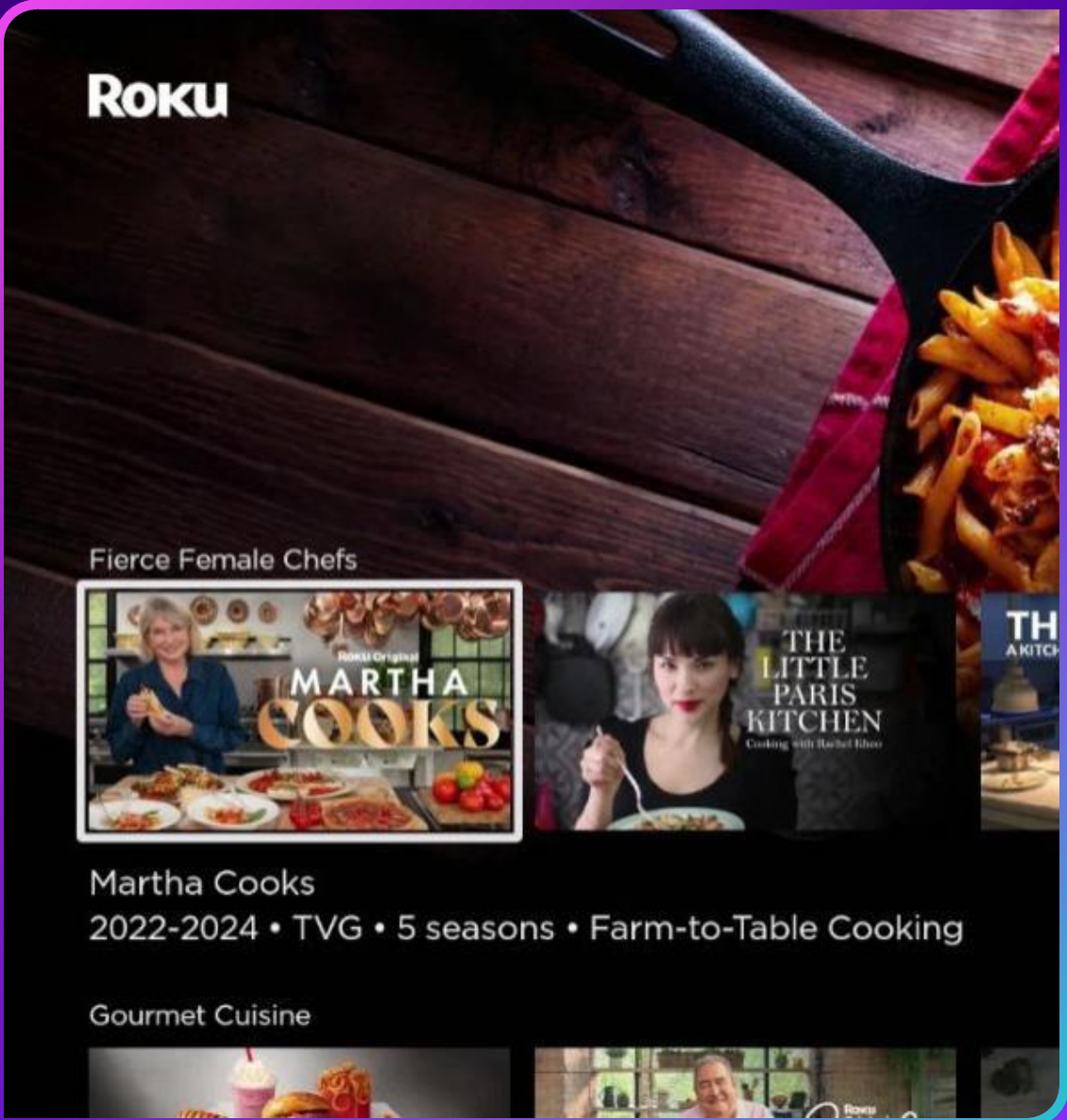
Results

\$7.5M

Incremental sales – 27%
came from new buyers

\$6.78

Attributed ROAS, 4.4X
greater than median



Test and Learn with Roku Ads Manager:

A self-serve ad platform that brings the ease and performance of digital advertising to the world of CTV.

Roku Ads Manager

Sign up

Organization name 

E.g. Roku City Diner

Email 

E.g. Diner@rokucity.com

Do you work for an ad agency?

No, I don't work for an ad agency 

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Roku



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for your custom strategy