

ONLINE SHOPPING IS HERE TO STAY

4 Considerations for Food Retailers as They Scale

#1

Consumer Shopping Patterns Continue to **Evolve**

#2

New Technology Is a **Massive Investment** for Food Retailers

#3

Hybrid Shopping Offers **Massive Opportunity** for Sellers of Food

#4

Personalization Is Key

[How are you preparing?]

#1

Consumer Shopping Patterns Continue to **Evolve**

64%

increase in online shoppers

29%

shop weekly

27%

"The number of online grocery shoppers grew to nearly two-thirds (64%).

Frequency has also increased, with more than one-fourth (29%) of online shoppers placing a weekly order."

~Business Wire, *FMI Signature Research Finds Grocery Shopping Has Fundamentally Changed*

"A global survey found hybrid shopping is the primary method for 27% of all consumers and 36% of Gen Z."

~RetailWire, *Has a new, hybrid shopper emerged out of the pandemic?*

"**More than \$8B** was invested into ecommerce technology in 2020" and those investments continued to rise through 2021 and into 2022.

~FMI.org, *Video: An Ecommerce Revolution in Food Retail*

"The type of investments retailers are making has shifted somewhat over the past year from building out quick capacity to **improving the customer experience**."

~S&P Global Market Intelligence, *Retailers continue online grocery investments despite slowing sales*

#2

New Technology Is a **Massive Investment** for Food Retailers

#3

Hybrid Shopping Offers **Massive Opportunity** for Sellers of Food

Food retailers have a **\$60 billion** opportunity if shoppers were to spend as much money on food items as they do non-food.

~FMI.org & NielsenIQ infographic, *2021 Digitally Engaged Food Shopping*

SNAP adds an additional **\$20 billion** a year to the marketplace exclusively for food items.

~NPR, *The 42 Million Americans Who Receive SNAP Benefits Are Set To Get \$36 More A Month*

Consumers want personalized recommendations, stores to know their orders, and **shopping to be seamless**.

"In fact, Insider Intelligence predicts online grocery adoption will account for **55-66%** of shoppers by 2024."

~RISnews.com, *The Hybrid Store Starts With a Personalized Experience at Home*

#4

Personalization Is Key

[Let SAS help you.]

How Grocers and Other Food Retailers Use SAS®
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