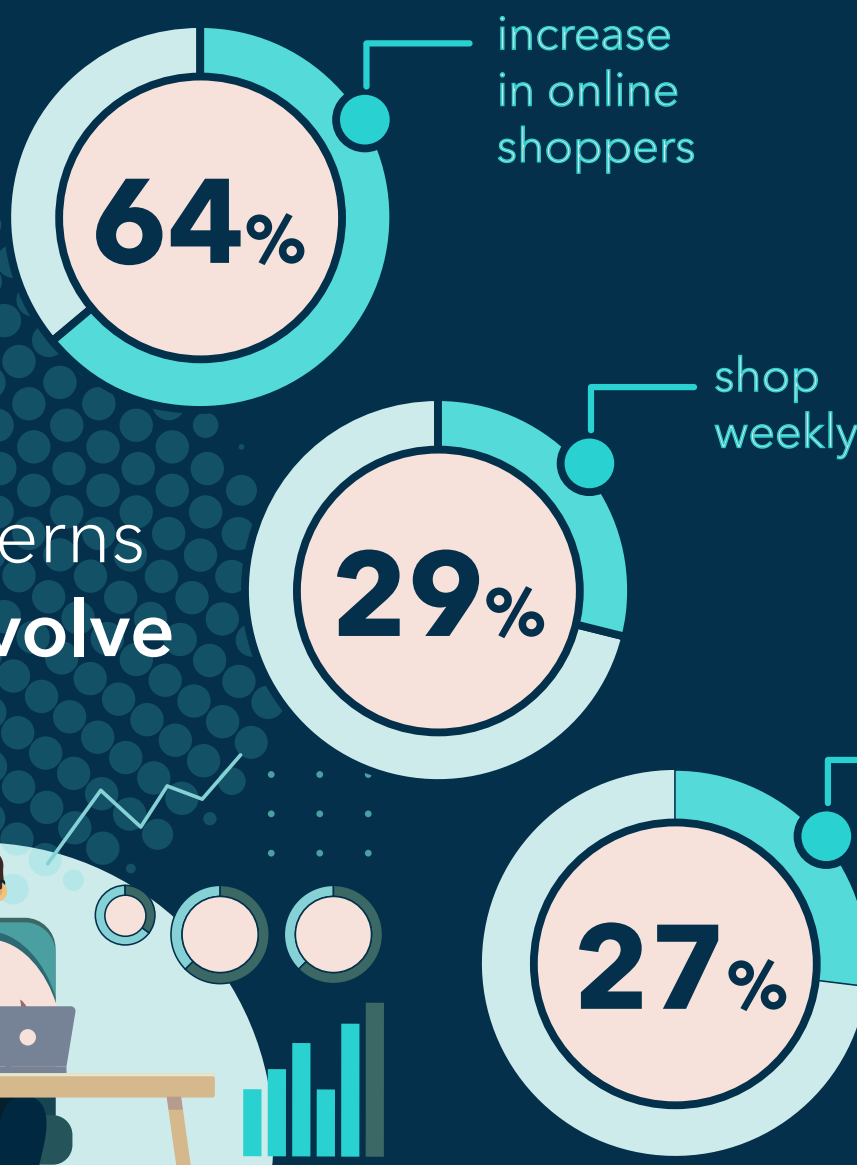


ONLINE SHOPPING IS HERE TO STAY

4 Considerations for Food Retailers as They Scale



#1 Consumer Shopping Patterns Continue to Evolve



"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.]