

2021 Digitally Engaged FOOD SHOPPING

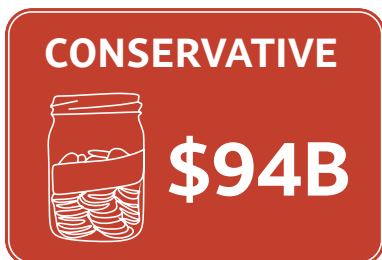
The digital food shopper journey has been an ongoing study for FMI and NielsenIQ. Recently, we've seen **online consumer packaged goods (CPG) sales in the United States increased \$63 billion in 2020 vs. 2019.**



Official 2021 Forecast for Digitally Engaged Food Shopping*

U.S. grocery digital shoppers' needs are evolving, and the industry is rewriting the online playbook in real time, which is why FMI and NielsenIQ share three threshold levels in their revised forecast for online food and beverage sales in 2021.

* This forecast showcases the size of the prize for traditional CPG food and beverage manufacturers. These numbers do not include retail foodservice or meal kit sales as in previous years.



Diving Deeper into the Digitally Engaged Shopper

Ecommerce broke all records during the COVID-19 pandemic because of necessity. Yet once the landscape changes, there will be bigger shopper expectations for overall experience with things like **delivery fees, scheduling/timing and quality standards.**

In the meantime, chew on this:

- ▶ **Grocery CPG sales rose 125%** in 2020, with click-and-collect providing a notable sales boost.
- ▶ **Click-and-collect orders leaped 130%** while the number of shoppers using the service increased 113%.
- ▶ Monthly average sales are about **\$3B dollars higher** than pre-pandemic (2019).
- ▶ Companies have a **\$60B opportunity** to get online shoppers to spend as much on food as they do on nonfood items.



Three Opportunities for Food Retailers with Omnichannel Shopping



ENTERTAINING OCCASIONS:

The online shopping experience can help support entertaining when those types of gatherings become more possible.



PERSONALIZATION:

Ecommerce can personalize search with enhanced strategies.



NEW PARTNERSHIPS:

New collaborations can expand customer experience in retail omnichannel environments.

Source: NielsenIQ e-commerce measurement powered by Rakuten Intelligence



For more information or to view the entire report, visit nielseniq.com/cpgsalesboom