The Evolving Grocery Experience

Food retailers are focusing on investments to improve the grocery environment and shopper experience.

Embracing Ecommerce
Changes at Checkout
Growing Selections
Expanding Departments
Investing in our Workforce
Technology on the Front Burner

The Food Retailing Industry Speaks 2023
81% of retailers now sell groceries online

88% offer curbside pick-up of online orders

62% offer home delivery by third-party services, 32% by their own employees

EMBRACING ECOMMERCE

Retailers have ramped up their capabilities and are fine-tuning their e-commerce strategies
Changes at checkout

Food retailers are employing a variety of technology to improve the checkout experience.

- 97% accept mobile payments, with 3% planning to do so.
- 49% of stores offer scan-and-go technology.
- 96% of stores offer self-checkout lanes, which make up 29% of all transactions.
88% offer local products throughout the store

64% offer products with beneficial nutrition attributes for health and well-being

77% offer organic products

48% of retailers are expanding space for plant-based foods

57% are increasing space for private brands

GROWING SELECTIONS
Food retailers are increasing the number of SKUs to meet consumer preferences
74% are increasing the space for fresh-prepared grab and go products

44% offer coffee bars

36% are increasing space for diets like Paleo & Keto

40% are increasing space for fresh produce

42% offer in-store dining

EXPANDING DEPARTMENTS

Food retailers are looking to expand space for numerous fresh or perimeter departments
INVESTING IN OUR WORKFORCE

Retailers are investing more in their most important asset – their associates.

- 91% of retailers offered higher compensation.
- 73% offer improved benefits.
- 51% offer bonuses.
- 92% have in-house training and development programs.
- 67% offer flex time.
TECHNOLOGY ON THE FRONT BURNER

Food retailers are employing a variety of technology to improve the customer experience.

- **85%** experimenting with new tech for customer experience
- **56%** of retailers have goals for energy use reduction
- **39%** using or plan to use electronic shelf labels/tags
- **84%** experimenting with new tech for efficiency
- **23%** using artificial intelligence
- **47%** using or plan to use technology solutions for fresh inventory and demand/production planning
THANK YOU