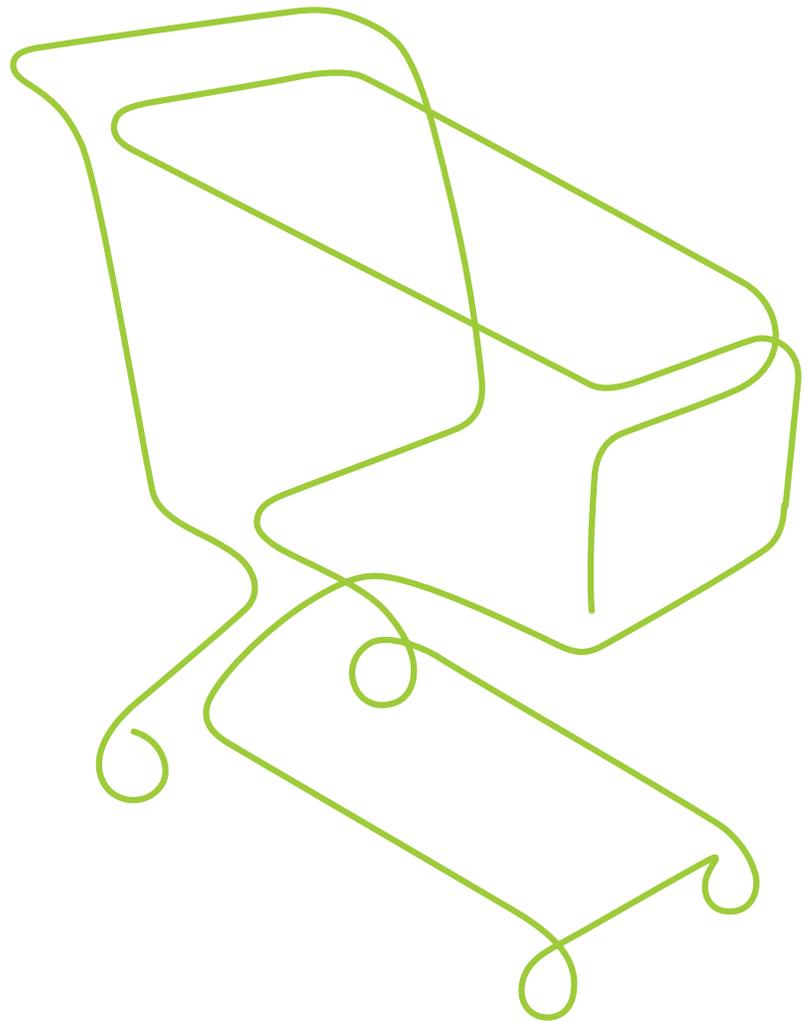


# FMI RESEARCH & INSIGHTS

Providing Member  
Value for Informed  
Decision Making

February 2021



# FMI RESEARCH & INSIGHTS

## Providing Member Value for Informed Decision Making

FMI, as the food industry association, is uniquely positioned to provide objective research and insights on our industry. Through our in-house capabilities and relationships with research and subject matter experts, we publish important insights about the food industry.

Focused on providing FMI members with tools and information to thrive in a still-undefined and ever-evolving era, these FMI publications and accompanying online discussions allow for informed decision-making, assessments, and choices that we provide to the food industry.

FMI deploys promotional strategies for these publications together with online learning and digital discussions to best engage members. These strategies may also include media pitches, press releases, infographics, blogs, webinars, social media, podcasts and articles, as appropriate.





Our research looks at the industry from two key perspectives – that of grocery retailers and consumers/shoppers. These perspectives are best represented in our two signature annual research reports, *The U.S. Food Retailing Industry Speaks* and *U.S. Grocery Shoppers Trends*.

The 72nd edition of ***The Food Retailing Industry Speaks*** (2021), is a survey of food retailers and wholesalers, providing important operational and financial benchmarks. Assess perceptions of the competitive environment; determine what differentiation tactics are effective; and identify key issues driving sales and profit through FMI's Food Retail Pulse. This year's survey will include questions about the pandemic's impact on food retailers' businesses. Results will be released in September 2021.

Over the last four decades, the ***U.S. Grocery Shopper Trends*** report has tracked consumer behavior. To be released in May 2021, the new edition traces where, how, and why consumers shop; assesses important trends before and during the COVID-19 pandemic; and specifically explores online shopping.

## Focused on Consumer Research

The *FMI Power of* series, as outlined below, explores consumers' perceptions and behaviors as they relate to various departments within the typical food retail space, along with in-depth category information provided by IRI, NielsenIQ and others.

These reports include:

*Power of Frozen Food 2021*, February release: Published with the American Frozen Food Institute, we combine the results of more than 1,000 consumer surveys to unlock consumer perceptions and purchases of frozen food.

*Power of Seafood 2021*, February release: This research shares findings of today's seafood shopper and what drives them to purchase, including their nutrition and sustainability preferences.

*Power of Meat 2021*, March release: At a time of unusual supply and demand, this must-read in determining what proteins to market to consumers and how.

*Power of Produce 2021*, April release: As plant-based eating continues to gain steam, we drill down on emerging and traditional purchasing behaviors; and how the retailers and suppliers can respond to shifting demands.

*Power of Health and Well-being 2021*, The pandemic's continued influence on consumer decisions, and ongoing interest in health and well-being, drives this report's timely content.

*Power of Private Brands 2021*, September release: We outline private brand growth drivers—including challenges and opportunities. Retailers gain key insights into the market and its continued potential.

*Power of Foodservice at Retail 2021*, September release: The foodservice at retail trajectory may have been altered, but still holds great potential for grocers. Learn more about the purchase and consumption of deli and fresh prepared foods.



## Probing for More Specific Consumer Insights

We provide our members with industry research and insights on consumer perceptions, attitudes, and behaviors as they pertain to the food industry.

Some of these research reports include:

***U.S. Grocery Shopper Trends COVID-19 Tracker*** is a series of nine reports that tracked the impact of the pandemic on grocery shopping behavior from onset of the pandemic through October 2020 and supplemented the annual *Trends* report. In addition to tracking general grocery shopping trends, each report has a specific focus area. These reports will continue to be released in 2021, after our initial annual *U.S. Grocery Shoppers Trends* report is released in May.

***The Sustainability Imperative in Food Retail*** is a research review of consumer attitudes regarding shifting consumer approaches to sustainability and retailers' investment in sustainability based on a compilation of FMI and other research. This comprehensive review is scheduled for a March release.

***Digitally Engaged Food Shopper***, beginning in January, as part of a strategic alliance with FMI and NielsenIQ, we will host discussions to share insights to the omnichannel forecasts regarding future digital shopping behaviors for online food and beverage.

***Food as Medicine*** is a report examining attitudes toward the concept of "Food as Medicine" from the perspective of consumers, food retailers, and registered dietitians. This research is being conducted in conjunction with the Academy of Nutrition and Dietetics Foundation (ANDF) and will be released in the June.

***SmartLabel™ Survey*** gauges consumers' awareness and acceptance of SmartLabel. This report, conducted with Consumer Brands Association, also explores the benefits of SmartLabel and will be released in May.

***Gene Editing, Unified Voice***, May 2021 release: To address food production challenges, gene editing is an avenue that scientists and some growers and producers are pursuing. We share industry positions on gene editing, so retailers can speak on the topic with an informed, unified voice.

***Transparency Imperative***, conducted in partnership with Label Insight, explores consumers' closer connection to food and expectations from their grocery store in the way of transparency. Expected release is Fall 2021.



## Focused Industry Research

As the food industry association, FMI is uniquely positioned to survey our members and the industry about the issues their businesses are facing. Here are some examples:

***Retailer Contributions to Health and Well-being*** explores how food retailers are contributing to the health of their customers. While the research provides a status report on industry activities around health and wellness, the report also serves as a valuable planning tool for member companies. The research was last conducted in 2019 and is scheduled to be released in June.

***Supply Chain Benchmarking Survey*** is conducted with the Boston Consulting Group (BCG). This report examines changes and difficulties food retailers, CPG companies, and wholesalers faced during the COVID-19 pandemic and will be available in March.

***Workforce Attractiveness in the Food Industry: How to Recruit Gen Z*** is the first in a three-part Gerald E. Peck Fellowship research series that explores workforce attractiveness in the food retail industry. This report shows how the food industry, particularly food retailers, has an opportunity to showcase the variety of career options available to Gen Z. The report is authored by Ernest Baskin, Ph.D., Gerald E. Peck Fellow and assistant professor of food marketing in the Erivan K. Haub School of Business at Saint Joseph's University.

***Member Satisfaction Survey***, March 2021 availability: FMI members participate in this survey that will serve as the basis for further industry conversations and actions.

***Charitable Contributions***, March 2021 availability: Giving and giving back are central to retailers' missions and operations, and many such efforts are tolined in this report that underscores the holistic nature of the food retailing business.

***The Travel Policy and Back to Office Plans Member Survey*** asked members what travel policies they currently have in effect and what their back to office plans were as a result of the COVID-19 pandemic. This survey was first conducted in July 2020 and is being conducted again in February 2021.

***Deloitte Future of Work***, release 2021: Ongoing labor challenges are top of mind for food retailers who must grapple with current workforce issues and plan for future ones. Published with partner Deloitte, this report looks at changing/expanding workforces and the growing adoption of AI and other technologies in retail settings.

We encourage FMI members to take advantage of FMI Signature Research and Insights for informed decision-making, assessments, and choices. To access the full catalog of FMI Research and Insights, visit [www.fmi.org/research](http://www.fmi.org/research)



## **ABOUT FMI**

As the food industry association, FMI works with and on behalf of the entire industry to advance a safer, healthier and more efficient consumer food supply chain. FMI brings together a wide range of members across the value chain—from retailers that sell to consumers, to producers that supply food and other products, as well as the wide variety of companies providing critical services—to amplify the collective work of the industry. **[www.fmi.org](http://www.fmi.org)**

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