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
EMBRACING ECOMMERCE

Retailers have ramped up their capabilities and are fine-tuning their e-commerce strategies.
Food retailers are employing a variety of technology to improve the checkout experience.

- **94%** accept mobile payments.
- **52%** of stores offer scan-and-go technology.
- **96%** of stores offer self-checkout lanes.
64% of retailers are expanding space for plant-based foods

90% offer local products throughout the store

70% offer eco-friendly products

70% offer products with beneficial nutrition attributes for health and well-being

81% offer organic products

GROWING SELECTIONS

Food retailers are increasing the number of SKUs to meet consumer preferences
82% are increasing the space for fresh-prepared grab and go products.

39% offer coffee bars.

51% offer in-store dining.

20% offer juice bars.

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.

- 86% of retailers offered higher compensation
- 72% offer improved benefits
- 63% offer bonuses
- 55% offer diversity, equity and inclusion training
- 61% offer flex time
TECHNOLOGY ON THE FRONT BURNER

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

58% of retailers have goals for energy use reduction

44% using or plan to use electronic shelf labels/tags

63% of retailers offered wi-fi for shoppers

15% utilize in-store technology (robotics and artificial intelligence)

51% of retailers use or plan to use technology solutions for fresh inventory and demand/production planning