



The Future of Food Retail: A Spotlight on E-Commerce

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INTRODUCTION

Scope

Key findings

THE E-COMMERCE BOOM IN FOOD RETAIL

Online shopping disrupts the food industry and is here to stay

E-commerce is the main growth channel across all food segments

Food has historically been notoriously slow to react to e-commerce

Penetration of e-commerce differs across geographies

HOW CAN FOOD COMPANIES SUCCEED IN THE RAPIDLY-CHANGING ONLINE CHANNEL?

Online channels shaping the future of food retail

The smartphone is key in the online path to purchase of food and drinks

Defining positioning and assortment online is crucial for success

Hyperlocal and micro-fulfilment is disrupting online grocery retail

A need to capture lost impulse occasions in an online world

Digital ecosystems and business models fuel engagement and retention

DTC models are pivotal to build customer relationships

Subscription delivery businesses to help rise brand awareness

Social commerce set to take a bigger portion of e-commerce sales

Livestreaming replicates brick-and-mortar experiences online

Super apps show tremendous long-term potential

MEETING CONSUMER DEMAND

Manufacturers and retailers alike are responding to the boom in demand

Danone's So Delicious launches DTC shipping for its frozen desserts

Gerber's subscription to build long-lasting relationships with consumers

Impossible Foods taps into meal kits as new route into consumers' homes

Kit Kat taps into livestreaming in China to drive impulse sales

PlayWithPringles campaign on social media engages with digital natives

Getir : the hyperlocal delivery platform that is expanding across the globe

Uber Eats: helping to recover snacking occasions online

CONCLUSION

The power of customer insights from e-commerce data

Stand out in a completely new competitor landscape

Key action points

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