

HOW IS COVID-19 CHANGING THE GROCERY EXPERIENCE

VIDEO TRANSCRIPT

Remember the toilet paper shortage, empty supermarket shelves, panic buying and hoarding groceries? March 2020 took us all by surprise and forced us to forever change our buying habits.

The pandemic accelerated the use of online shopping in a stubbornly traditional industry. The rapid change meant delivery slots booked up for weeks, products sold out and for the customer, frustratingly long wait times.

In search of solutions, once loyal customers flirted with other retailers. At the same time, our research showed most customers were dissatisfied with their existing loyalty programs and craved a more personal relationship.

Accenture set out to assess the future of the grocery industry in the Nordics. We asked 1600 customers what they valued most when it comes to experience, communication and offerings.

Consumers in general were willing to change their behaviours and spend more (!) However, they want help making better choices and to build new habits.

Sustainability is key for both the industry and consumers. But perhaps surprisingly, those aged over 55 are the strongest advocates.

In fact, 73% of consumers would switch their spend to a grocery retailer who better understood and responded to how important sustainability is to them.

Oh, and did we mention – App is king! The app connects the dots between the digital platforms and the in-store experience. The adoption of grocery apps has been growing exponentially, with exceptionally low churn-rates.

75% Of consumers indicated that contactless shopping would entice them to shop in-store again.

And imagine the personalized experience you could build with the collected data?

Well, you don't need to imagine, because it already exists.

The stores of the future will embrace technology to keep customers updated on product availability and offer simplified customer journeys using cameras, sensors and AI.

Customers prefer a personal relationship with their grocers and want to trust them with their everyday purchasing decisions. For this they are willing to spend more, however they are equally prone to shift to a competitor if their needs are not met. As society returns to "a new normal" customers expect a convenient, on-demand shopping experience - tailored to their own lifestyle, and we have the know how to provide it.

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