



# Groceryshop 2022 Trends Report

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# Groceryshop 2022

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## The New Omnichannel

Groceryshop serves as the industry's personal GPS for the grocery industry, helping businesses navigate the rapid rise in ecommerce, the latest business models and technologies, and the changing consumer behaviors that are leaving a lasting impact on the industry.

Featured speakers this year included the CEOs of Doordash, Imperfect Food, Instacart as well as sessions from Publicis' own Jason Goldberg and Soche Pichard.

Thought leaders across Publicis Commerce, Arc, Epsilon, Profitero and Citrus Ads attended and have rounded up some key themes and takeaways about the evolution of retail.

From loyalty, and personalization to the Metaverse and the ever-important topic of retail media – we've got you covered.

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# Redefining Retail in a New Age of Commerce



**Amy Lanzi**  
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From convenience, to physical to digital, to retail media, the retail space is evolving both online and instore. We are redefining what it means to be a retailer because consumers are demanding more. The only way to understand and thrive in the US market is to have a test and learn mentality. Finding and recruiting your ideal audience is the biggest challenge.

## KEY TAKEAWAYS

### **Convenience is now the perfect mix of speed, reliability, breadth of assortment and relevance.**

Consumers are willing to accept different mixes of this above criteria to fill their in the moment needs. I want it now, made for me at speed is the traditional assumption we have for how we make consumers happy with every shopping experience. Give them what they want, when they want it, exactly how they want it. With all the new ways for consumers to “conveniently” obtain their desires, instantly, the notion of convenience has shifted in concert with the new modes omnichannel retailers and brands are able to use to fill their need.

### **The future of experience is designed for shoppers not retailers.**

Consumers enjoy their shopping trips, but they want to do more while they’re at the store. Shoppers want additional services and experiences, and they see opportunities for brand partners to deliver these. Shoppers also believe that their grocery stores need to understand their importance in the community and respond appropriately: by being accessible to all and by leading when it comes to sustainability. In-store shoppers are less interested in over-complicated and semi-creepy tech like that which delivers personalization. Consumers already know that they want to buy - what customers really want is technology they can use to get through the trip on their terms - and that means [technology on their phone](#) that allows them to [scan, know and go](#).

### **Retail media's path to domination continues.**

A new e-commerce report predicts retail media will be the fastest growing digital advertising channel (globally and in the US) over the next five years. [MediaPost](#) states global retail media revenue is expected to reach \$101 billion this year, which is 18 percent of global digital advertising. Meanwhile, global brand owners, including Procter & Gamble, Johnson & Johnson and Samsung, have embarked on a new partnership with Walmart Connect (Walmart's retail media platform) to measure social commerce on TikTok and Snap, CTV ads on Roku and livestream shopping content on Firework and TalkShopLive, [AdExchanger](#) and [Consumer Goods Technology](#) explain. Livestream tests result in both immediate sales (1/3) with sales happening within the next 60 days (2/3). Coresight Research stated viewers also watch livestreams on average 4x more.

# Creating Customer Connections that Matter



**Allysun Lundy**  
 VP Retail Media Strategy  
 Publicis Commerce

Groceryshop's myriad of vendors and talk of retail media network growth reminded us all that there are so many ways to reach the customer - search, texting, voice, social, on/off platform placements, CTV, email, shelf signs and yes, even direct mail still. However, with all the options, it's more important than ever to make sure it's what the customer wants and we're actually meeting their needs. In one of the final sessions, Developing an Effective Retail Media Network Strategy, Kristi Argyilan, SVP, Retail Media, Albertsons Companies summed up perfectly how we should all be thinking about what we use and how we use it: doing things "in service of the shopper is the only way to grow, otherwise your shopper rejects". Here are some ways to ensure you're serving the shopper.

## KEY TAKEAWAYS

**Go Beyond Table Stakes: Michael LaVitola, Co-Founder & CEO, Foxtrot talked about how fast delivery is now just table stakes.**

We have to redefine the definition of everything and make it about what the shopper wants. For convenience stores, it is about serving up the best options for what that shopper wants in the moment. For meal kits, it isn't a one-size-fits-all approach - you can now hyper-customize, with the help of a nutritionist and a partner like emeals so that you get exactly what you need down to each ingredient. With supply chain woes, stores and competing brands should be prepared to offer up the next best similar option for out of stocks so that a sale is not lost. For curbside pickup, we must now uplevel the experience for customers as some retailers have done (e.g. coffee order, returns) offering more opportunities for convenience.

**Ensure Cohesiveness: Kroger's VP, Head of eCommerce, Bill Bennett reminded us that while in-store merchandising plans and support have always been connected to trade promotions, online activation doesn't.**

End to end planning is a must. A shopper should feel like they're reading a teaser for the book, with one touchpoint building on the last, making them want to know more and by the end, they are converted. Share data freely throughout your organization so that audiences and plans can be finely honed and addressed.

**Hyper Personalization: We now have the tools and capabilities to speak 1:1 to shoppers, allowing us to build a highly relevant experience and relationship with them.**

All touch points should feel customized, instead of like spam, based on each shoppers' tastes and journey. Curate the right assortment of AI and DCO tools to support your media and content efforts. Understand what is important to each customer (e.g. speed, breadth of assortment, price) and then deliver on it.

# Panel Review: Customer Expectations for Convenience are Rapidly Evolving



Led by

**Jason “Retailgeek” Goldberg**  
Chief Commerce Strategy Officer  
**Publicis Groupe**

Jason Goldberg interviewed three leading convenience retailers, Michael LaVitola, Co-Founder & CEO, Foxtrot; Raghu Mahadevan, SVP & Chief Digital Officer, 7-Eleven; Daniel Folkman, SVP Business, Gopuff.

Read below to learn the key takeaways from Jason Goldberg’s panel discussion hosted at Groceryshop. His discussion focused on the topic of how today’s consumers seek convenience in every aspect of their shopping journey. Leaders from startup and established businesses discussed how they’re bringing new innovations to market that satisfy consumer demand for convenience.

## KEY TAKEAWAYS

**The leading convenience retailers all agreed the definition of convenience was rapidly evolving. There are now new expectations around assortment, delivery, payment options, and services.**

Gone are the days of convenience stores only offering quick, in-store snack options at your local gas pump. These retailers now have to keep up with the 3<sup>rd</sup> party delivery apps, marketplaces and growing consumer expectations.

**Increasingly retailers are using customer data to help design and launch new exclusive products, with more than 30% of all sales at Foxtrot now coming from owned brands for example.**

The nature of C-stores have allowed them to dominate the sampling market. Influencer collaborations, limited or seasonal flavor assortments, and first to market products can be market tested through the c-store playground. This is a cost effective and informative vehicle for CPG innovation before rolling out national distribution.

**Discovery is a new battleground for convenience, with retailers and brands learning how to show up in consumers social feeds, and with major new investments into mobile apps for use at home and in-store.**

C-stores continue to learn and understand consumers' new behaviors around social, mobile, and physical to digital. With new investments in connecting this fragmented consumer journey, it paves the way for them to grow alongside consumers.

# Metaverse, Schmetaverse

## Focusing on Omnichannel Evolution



Jill Cruz  
EVP, Media  
Publicis Commerce

There is still a lot of opportunity and work to do around customer experience in our “old school” channels before we focus fully on new and emerging ones. With an eye to the future, omnichannel is more than just in-store and digital on a retailer’s web site and app.

### KEY TAKEAWAYS

**Omnichannel is NOT a new topic, but at Groceryshop, it was the term of the week. In years past, the show focused more on retail media networks’ online ad products and digital media opportunities, and less on the retailer’s in-store experiences and how they work together.**

This year, various retailers and vendors showcased how to utilize the power of omnichannel retailing and personalization to win with customers - from digital shopping carts and Just Walkout technology to electronic shelf labels and in-store navigation delivered via in app.

For example, Kroger’s head of product, Sanjiv Karani who has been building Kroger’s billion dollar platform, spoke of connecting the online to offline, the digital to physical with personalization at brick and mortar. When shoppers walk into a Kroger store, the grocer can send real-time information to a customer’s phone by using the store’s app – that can be a map of that specific store with a personalized route based on their shopping list, real time targeted offers for items in a specific aisle, offers based on past purchases, and more. Kroger found that customers engaged in its personalized offers have a 98% retention rate, spending almost 2x more.

John Furner, President and CEO of Walmart US knows that in order for their customer to become an aspirational Walmart+ member, that step up journey for the customer starts in-store. If they have a good experience then it can transfer to other experiences like pickup, followed by delivery, then to Walmart+ and, finally, to the retailer’s new in-home delivery service. By raising the bar on customer experience, it leads to adoption of the retailers’ more digital solutions that are potentially more profitable for the retailer and drive more stickiness with their shoppers.

**Not all of the talk of store experience was highly technical, some of it was getting back to doing the basics well – focusing on how the store associate plays a huge role in the in-store experience.**

Megan Crozier, Chief Merchant for Sam’s Club spoke of transitioning her organization from member centric to member obsessed and the role store associates and in store merchandising play in that plan. Their hiring practices have changed in order to attract the right kind of talent – looking to the hospitality industry for candidates that are kind, understanding, helpful, problem solvers because their job is to “host” the members at their stores.

On stage, Jason Buechel the new Chief at Whole Foods, excitedly talked about bringing back the theater of retail. “Our customers look to come to Whole Foods, not only for the amazing in-store experience provided, but the expertise,” He realizes that their team members are the magic and secret ingredient, and with their help they can surprise and delight their customers throughout the store. But he doesn’t plan to go overboard on technology either. “I think at this point customers aren’t looking to ask a robot for what type of cheese...they would want to have,” he said. “They want to talk to our experts and help make it a meaningful experience.”



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