

2021 Grocery Trends

After the most turbulent year in memory, grocery store chains continue to adapt and look ahead to meet new challenges.

Grocery Store Operators' Priorities:

2020

Adapting to public health crisis



2021

Managing gains for long-term growth



Grocery Sales & Online Shopping are Booming

American consumers' average weekly grocery spending increased by 17% in 2020, from \$163 pre-pandemic to \$190 now.

With restaurants shuttered due to COVID-19 restrictions and consumers preparing more meals at home, grocery store sales increased in 2020, including a dramatic increase in online shopping, pickup, and delivery.

54%

US online grocery sales grew 54% in 2020 to reach \$95.82 billion and account for 7.4% of all grocery sales.

37%

Annual online grocery spending per buyer is expected to increase by at least 37% to more than \$1,000 per buyer by 2023.

11.2%

By 2023, online grocery sales will make up 11.2% of total US grocery sales.

> \$100B

Online grocery shopping will push past \$100 billion for the first time in 2021.

SOURCE: <https://www.emarketer.com/content/2021-online-grocery-sales-will-surpass-100-billion>

Key Steps Grocers Are Taking to Maintain Sales in 2021:

| | |
|--|---|
| 60% Introduce or expand online shopping/delivery | 59% Continue enhanced safety measures |
| 48% Introduce or expand curbside pickup | 42% Improve supply chain efficiencies |
| 39% In-store promotions | 36% Expand fresh offerings |

Many of the strategies grocers will use to maintain their sales lift will require investments in technology that enables smarter, more efficient store operations.

SOURCE: Supermarket News Retailer Expectations Survey, 2021

Mainstreet and Zebra Are Ready to Help Stores Meet New Challenges

The rapid rise of curbside service, online fulfillment, and the challenges of keeping employees and customers safe changed the grocery business virtually overnight. Mainstreet and Zebra understand the razor-thin margins that grocers operate under and offer scalable technology solutions that can help make store operations more efficient and more profitable.

- Mobile Computers**
Equipping associates with Zebra's mobile devices enables communication and collaboration to save time and enhance customer experiences.
- Innovative Barcode Scanners**
Zebra's scanners deliver maximum performance to speed checkout throughput and streamline inventory management.
- Mobile Printers**
Zebra's mobile label and receipt printers help boost associate productivity, improve inventory management, and elevate customer service.
- RFID Solutions**
From the warehouses and loading docks to indoor customer-facing environments, Zebra RFID solutions give grocers maximum visibility into enterprise assets.

**Boost curbside performance • Improve customer satisfaction and loyalty • Reduce out of stocks
Increase checkout throughput • Improve inventory visibility & accuracy • Empower your staff**



Ready to Learn More?

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