

A Always
B Be
C Changing

Coffee may be for closers, but victory goes to the disruptors in the increasingly fast-paced grocery game.

By Jim Dudliceck, Bridget Goldschmidt and Kat Martin



The lines between success and failure have been growing closer together. Grocers have had to shrug off their age-old reluctance to try new things, because not to try is to fail. Fence-sitters have been forced to become limb-sitters.

Always being in a state of readiness for a battle they ultimately might not win — it's a reality that grocery retailers have spent the past several years getting used to.

Perpetual disruption by new generations of innovators have forced a mature \$700 billion industry to enter a state of constant reinvention, investing significant resources in creating a seamless omnichannel experience while leveraging core competencies in feeding the masses.

"A great ecommerce business sits on a great brick-and-mortar business. You can't have one without the other," Albertsons Cos.

CEO Jim Donald remarked at this year's Shoptalk conference.

Technology and competition are great motivators for innovation, but grocery executives responding to *Progressive Grocer's* latest Annual Report survey said that talent is actually the top issue keeping them up at night.

"When you talk about technology, you talk about talent," Ahold Delhaize CEO Frans Muller told Shoptalk attendees last month. "We invest in those who are fresh-minded — who understand the future of retail and the future of the shopper journey."

Though seemingly shaken a bit compared with last year, retailers on the whole remain largely confident in their chances for continued success and growth — nearly half of our survey respondents described themselves as more optimistic than a year ago. That's following a year marked by bankruptcies and store closures, and continued investment by Amazon in grocery, as well as German deep discounters Aldi and Lidl in U.S. expansion, along with ecommerce initiatives by the likes of Kroger and Albertsons.

"Amazon opening stores isn't all bad for grocery retailers, or something that should instill only fear," Albertsons' Donald said at Shoptalk. "In the end, it keeps retailers sharp and encourages innovation."

In fact, more retailers this year than last year told us that they see the current climate as an opportunity. Additionally, consumer confidence is on the rise, and PG's own research indicates that consumers are optimistic about the year ahead.

Fresh categories continue to lead most retailers' hopes for maintaining an edge against competitors. Consumers' growing interest in overall wellness, clean-label foods and product transparency all present opportunities for supermarket operators.

"Health is critical not only for a grocer's business, but also for customer retention," Ahold Delhaize's Muller remarked at Shoptalk. "Grocers can help shoppers prevent disease and illness through better food and teaching better eating habits. Remember: Food is less expensive than health care."

Meanwhile, most retailers plan to continue upping their investments in technology — for example, Kroger's already expanding its use of autonomous delivery vehicles beyond the initial trial and is advancing its partnership with U.K.-based Ocado for online fulfillment in the United States.

Robotics, artificial intelligence and leveraging of Big Data shopper insights will all play increasingly important roles in delivering a seamless consumer experience, regardless of how folks choose to access the store.

As Instacart Chief Business Officer Nilam Ganenthiran noted at Shoptalk, "It's a misnomer to think there's an online customer and an offline customer. In reality, there is just a customer."

It's a far different retail world that we live in compared with just a year ago, and expect even more changes a year from now. Change is constant, accelerating and far-reaching.

And it's all happening with one goal in mind.

"Grocery retail isn't about selling, but about serving," Sprouts Farmers Market Co-CEO, President and COO Jim Nielsen said at Shoptalk. "There's a level of gratitude gained when a grocer serves the customer."

"First prize is a Cadillac Eldorado.
Second prize is a set of steak knives.
Third prize is you're fired."

—Blake, "Glengarry Glen Ross"

Methodology

Progressive Grocer's 86th Annual Report of the Grocery Industry is based primarily on an exclusive survey conducted among executives at supermarket chains and independent operators across the United States.

Among this year's 66 retail executive participants, 64 percent classify themselves as independent retailers, 21 percent as regional chains and 5 percent as national chains. Of the total respondents, 74 percent operate fewer than 50 stores, while 26 percent operate 50 stores or more.

Additional store count and sales data are provided by Nielsen TDLinx, which maintains a national database of supermarket and other retail-format locations.

Supermarket Sales by Format

	Number of Stores	Percent of Total	Sales (\$ millions)	Percent of Total
Total Supermarkets (\$2 million or more)	38,307	100%	\$701,188	100%
Supermarket-Conventional	26,149	68.3%	438,686	62.6
Supercenter	4,412	11.5	180,660	25.8
Supermarket-Natural/Gourmet Foods	3,507	9.2	46,230	6.6
Supermarket-Limited Assortment	3,680	9.6	27,172	3.9
Warehouse Grocery	389	1.0	4,235	0.6
Military Commissary	170	0.4	4,204	0.6
Other Formats				
Conventional Convenience	152,593	N/A	\$457,251	N/A
Conventional Club	1,338	N/A	154,883	N/A
Superette	11,454	N/A	17,594	N/A
Conventional Drug	11,454	N/A	17,594	N/A
Rx Only and Small Independent	13,590	N/A	13,093	N/A
Military Convenience Store	644	N/A	3,798	N/A
Gas Station/Kiosk	18,648	N/A	N/A	N/A



62.6%

Grocery sales accounted for by conventional supermarkets, with the next most popular format, supercenters, accounting for 25.8 percent.

Supermarket Sales by Sales Range

	Number of Stores	Percent of Total	Sales (\$ millions)	Percent of Total
Supermarkets (\$2 million or more)	38,307	100%	\$701,188	100%
Chain (11 or more stores)	31,669	82.7%	\$665,177	94.9%
\$2,000,000 to \$4,000,000	2,062	5.4	6,055	0.9
\$4,000,000 to \$8,000,000	6,975	18.2	41,985	6.0
\$8,000,000 to \$12,000,000	3,532	9.2	36,534	5.2
\$12,000,000 to \$20,000,000	5,156	13.5	83,443	11.9
\$20,000,000 to \$30,000,000	6,035	15.8	150,814	21.5
\$30,000,000 to \$40,000,000	3,522	9.2	122,447	17.5
\$40,000,000 to \$50,000,000	2,544	6.6	112,964	16.1
\$50,000,000+	1,843	4.8	110,934	15.8
Independent (10 or fewer stores)	6,638	17.3%	\$36,011	5.1%
\$2,000,000 to \$4,000,000	2,222	5.8	6,627	0.9
\$4,000,000 to \$8,000,000	3,810	9.9	20,849	3.0
\$8,000,000 to \$12,000,000	316	0.8	3,169	0.5
\$12,000,000 to \$20,000,000	210	0.5	3,177	0.5
\$20,000,000 to \$30,000,000	65	0.17	1,546	0.2
\$30,000,000 to \$40,000,000	11	0.03	387	0.1
\$40,000,000 to \$50,000,000	3	0.01	125	0.0
\$50,000,000+	1	0.00	130	0.0



94.9%

Sales accounted for by supermarket chains of 11 or more stores, with independents operating 10 or fewer stores making up the rest.

Source: Nielsen TDLinx; Progressive Grocer Market Research, 2019

Optimism Still Abounds

RETAILERS — ALONG WITH CONSUMERS — STILL HAVE CONFIDENCE IN THEIR ABILITY TO WEATHER ANY ECONOMIC STORMS ON THE HORIZON. **By Kat Martin**

If you listen to some media reports, brick-and-mortar retail is doomed. Grocery operators remain relatively optimistic about the retail climate, however, with 45 percent more optimistic than a year ago and one-third reporting the same level of optimism compared with a year ago. This is down slightly from last year, when 51 percent reported increased optimism, and only a quarter felt the climate would remain the same.




Progressive Grocer also surveyed consumers about how they felt about their own personal finances, which will affect how much they spend in grocery stores. Their optimism is slightly lower, with 43 percent being more optimistic about their finances from a year ago, and then, in common with retailers, one-third indicating no change in their financial outlook.

While 350 food stores closed in the past year or so, including Southeastern Grocers, which closed 22; The Fresh Market, which shuttered 15; and Tops Market, which shut down 10, John Ross, the CEO of IGA Inc., chooses to see this as an opportunity. “The [media] is talking about a plague,” he noted during the recent IGA Global Rally in San Diego, “but it’s really a renaissance. The shopper is asking us to change and expand.” It’s up to retailers to listen to customers, and then provide the solutions they’re asking for.

The market bifurcation continues as shoppers move away from the middle. Growth in the grocery sector is coming from either end of the shopping spectrum — an uptick in discount providers like Aldi and Lidl, as well as growth for those retailers with specialty or upscale offerings. The dollar volume for those stores at the upper end is four times higher than discount spending, Ross noted in his presentation.

Ross also stressed that food is actually in a growth pattern, with more Americans becoming more interested in what they’re eating, and the food industry isn’t going anywhere as the population of the country continues to grow. (Learn more about how Ross views the industry in the Q&A on page 98.)

Many retailers seem to agree with Ross that the current climate is an opportunity, with 50 percent of them ranking their company’s prospects for the remainder of the year as an eight or higher on a

		Overall, what kind of year was 2018 for your company? And how do you view 2019 prospects for your company?	
		Rank	2018 2019
	Sensational	10	3.0% 7.6%
		9	15.2% 24.2%
		8	19.7% 18.2%
		7	21.2% 21.2%
		6	10.6% 10.6%
		5	16.7% 7.6%
		4	7.6% 4.6%
		3	3.0% 1.5%
		2	0.0% 3.0%
	Awful	1	3.0% 1.5%

Source: Progressive Grocer Market Research, 2019

10-point scale, with 10 being sensational. This is up slightly from the 42 percent who felt that way a year ago. Only 38 percent felt 2018 rated a ranking of 8 or higher.

Consumers as well are sensing better days ahead, with 37 percent rating their optimism for the rest of the year as an 8 or above on a 10-point scale, according to PG research.

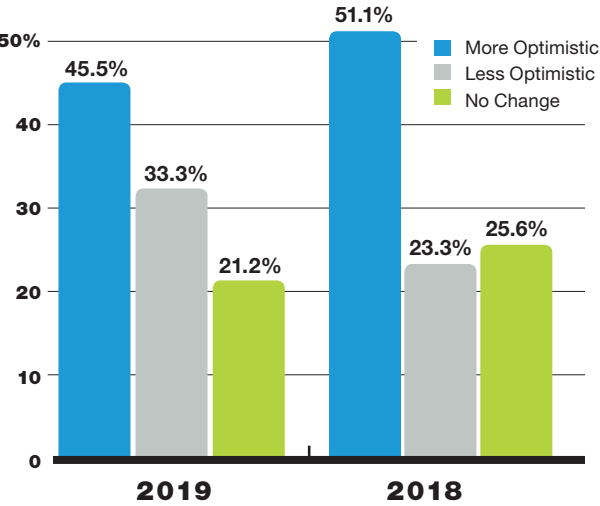
The Conference Board Consumer Confidence Index hit 131.4 in February, up slightly from last year, when it was 130.8. “Consumer confidence rebounded in February, following three months of consecutive declines,” said Lynn Franco, senior director of economic indicators at The Conference Board. “The Present Situation Index improved, as consumers continue to view both business and labor market conditions favorably. Expectations, which had been negatively impacted in recent months by financial market volatility and the government shutdown, recovered in February. Looking ahead, consumers expect the economy to continue expanding.”

Operating costs are expected to continue to rise, with 82 percent indicating a rise in wage costs and 70 percent foreseeing an increase in benefits costs. Nearly two-thirds are expecting their technology spend to increase, which seems to fall in line with where the retail market in general is headed, thanks to increasing consumer demand and/or acceptance of e-commerce and other digital solutions like scan-and-go technology and autonomous-vehicle delivery.

Two-thirds of retailers predict an increase in retail prices for 2019, which may help offset some of their other rising costs, but only one-third of retailers are expecting their percent net profit to increase, while slightly more — 36 percent — are expecting it to stay the same for 2019 compared with 2018. For percent gross margin, 40 percent expect it to increase, and the same number expect it will remain the same.

Retail Climate

Compared with a year ago, are you more optimistic or less optimistic about the retailing climate for supermarkets?



Source: Progressive Grocer Market Research, 2019

All the Difference

AS THEY FEND OFF A RISING NUMBER OF RETAIL FOES, RETAILERS ARE STICKING WITH WHAT WORKS BEST.

By Bridget Goldschmidt

As they face increased competition from such contenders as a certain online behemoth and two well-publicized deep discounters of German origin that are expanding their respective reaches in the United States with more locations offering a typical combination of bargain prices and signature private label items, traditional grocers’ need to differentiate becomes more crucial than ever in the quest to attract — and keep — customers.

Still, a renewed focus on the fundamentals may be just the key to edging out their retail rivals.

When asked which department was the most influential in driving their overall brand/image/point of differentiation, 33 percent of respondents to the 2019 Annual Report survey chose meat, which was a top choice last year, but at just 21 percent, indicating that grocers are doubling down on the tried and true when positioning themselves to stand apart from the retail pack. While last year, produce tied with meat as most influential, this year it was second by a full 10 fewer percentage points, chosen by 23 percent of 2019 survey respondents.

Next came deli/prepared foods, selected by 12 percent, slightly down from 2018’s 15 percent, and private label, at 7 percent, a six-percentage-point slide from 13 percent last year. Gourmet/specialty and center store tied at 5 percent, with the former seeing a small uptick from 2018’s 3 percent, while the latter dropped six percentage points from last year’s 11 percent. Beer/wine/liquor, if applicable, and fresh bakery were both chosen by 3 percent, and organic, ethnic, frozen foods, checklanes/front end and seafood all garnered 2 percent.

Most Influential Department in Driving Stores’ Overall Brand/Image/Point of Differentiation

33.0%

Meat

23.0%

Produce

12.0%

Deli/Prepared Foods

7.0%

Private Label

5.0%

Gourmet/Specialty

5.0%

Center Store

3.3%

Beer/Wine/Liquor

3.0%

Fresh Bakery

2.0%

Organic

2.0%

Ethnic

2.0%

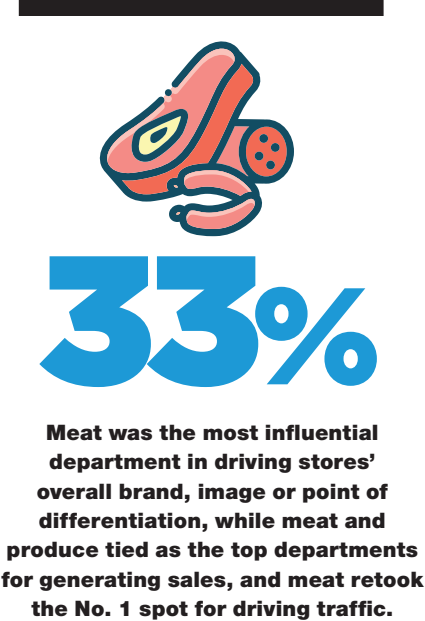
Frozen Foods

2.0%

Checklanes/ Front End

2.0%

Seafood



Source: Progressive Grocer Market Research, 2019

Most Successful Departments at Generating Sales

Rank	Department	Percent
1.	Meat	68.3%
2.	Produce	68.3
3.	Deli/Prepared Foods	51.7
4.	Beer/Wine/Liquor (if applicable)	40.0
5.	Center Store	36.7
6.	Fresh Bakery	33.3
7.	Private Label	26.7
8.	Dairy	26.7
9.	Frozen Foods	21.7
10.	Organic	21.7
11.	Seafood	18.3
12.	Pharmacy	16.7
13.	Gourmet/Specialty	13.3
14.	Checklanes/Front End	11.7
15.	Health, Beauty & Wellness	10.0
16.	General Merchandise	8.3
17.	Ethnic	5.0
18.	Floral	5.0
19.	Other	1.7

Most Successful Departments at Driving Traffic

Rank	Department	Percent
1.	Meat	63.3%
2.	Produce	58.3
3.	Deli/Prepared Foods	40.0
4.	Beer/Wine/Liquor (if applicable)	38.3
5.	Center Store	30.0
6.	Dairy	26.7
7.	Fresh bakery	25.0
8.	Organic	18.3
9.	Private Label	11.7
10.	Pharmacy	11.7
11.	Seafood	11.7
12.	Checklanes/Front End	8.3
13.	Frozen Foods	8.3
14.	Health, Beauty & Wellness	6.7
15.	General Merchandise	5.0
16.	Gourmet/Specialty	5.0
17.	Ethnic	3.3
18.	Floral	3.3
19.	Other	5.0

Source: Progressive Grocer Market Research, 2019

As for the departments most successful at generating sales, meat and produce tied this year, at 68.3 percent, with the former working its way back to share the top spot after falling to third in 2018.

Private label, which came in second last year, at 63.7 percent, plunged to 26.7 percent — a clear sign that own-brand products are in danger of losing customer interest once the novelty has worn off. Deli/prepared foods was third this year in generating sales, at 51 percent, up two spots from 2018, while the top five was rounded out by beer/wine/liquor, if applicable, at 40 percent (down from last year's 58.8 percent but maintaining its No. 4 position), and center store, at 36.7 percent (up two spots despite losing 20 percentage points).

Most successful at driving traffic was meat, back on top with 63.3 percent, after again falling to third last year, behind produce and deli/prepared foods, which this year came in second, at 58.3 percent, and third, at 40 percent, respectively. Fourth was beer/wine/liquor, where applicable, at 38.3 percent, rising from eighth place in 2018 and dislodging checklanes/front end, which plummeted to No. 12 this year, while center store was fifth with 30 percent, replacing organic, which fell to the eighth spot.

In the area of merchandising and brand enhancement services, prepared foods once again topped the list of important strategies, this year chosen by 77.3 percent of respondents, up from 73.2 percent last year.

Second was cross-merchandising, at 74.2 percent, rising from its fifth-place spot in 2018, when it was chosen by 60.7 percent. Also key were private label, at 70.8 percent, up a spot from last year; locally sourced products, at 66.7 percent, down from third place last year; signature products, at 63.6 percent, which went from second place to fifth; store-within-store specialty departments, at 53.2 percent; cooking/meal

Most Important Merchandising/Brand Enhancement Services

Percent of respondents rating each strategy as extremely/very important

Rank	Strategy	Percent
1.	Prepared Foods	77.3%
2.	Cross-merchandising	74.2
3.	Private Label	70.8
4.	Locally Sourced Products	66.7
5.	Signature Products	63.6
6.	Store-Within-Store Specialty Departments (i.e., organic, gluten-free, specialty cheese, housewares, etc.)	53.2
7.	Cooking/M meal Prep Stations	50.9
8.	BOGOs	46.8
9.	Free Wi-Fi	42.6
10.	In-Store Pharmacies	41.7

Source: Progressive Grocer Market Research, 2019

prep stations, at 50.9 percent, up from 10th to seventh; and free Wi-Fi, at 42.6 percent, down a rung from 2018.

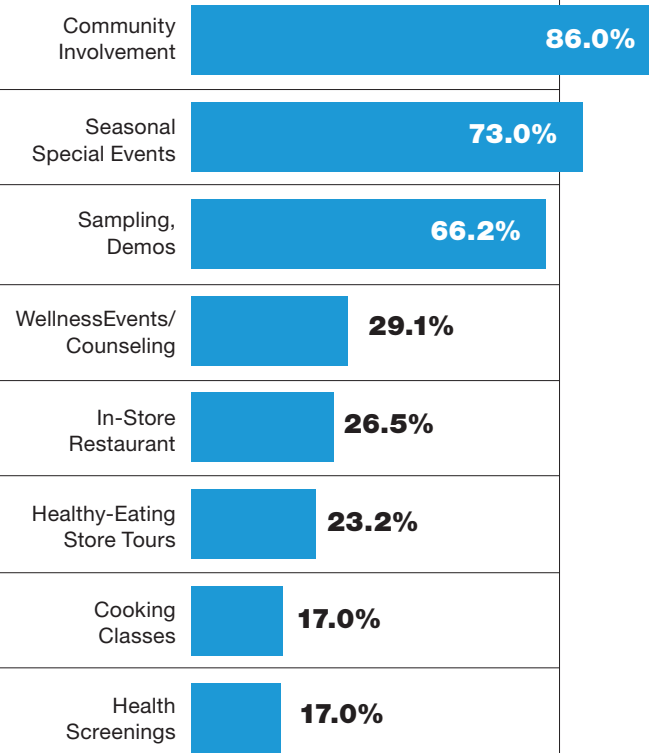
Regarding customer interaction, community involvement was more crucial than ever for 2019 respondents, 86 percent of whom chose it once more as their top strategy for connecting with shoppers, up from a mere 73.2 percent last year.

In second place again was seasonal special events, at 73 percent, substantially up from 59.8 percent in 2018. Sampling/demos remained in the third spot, although, at 66.2 percent, it was still up from 55.4 percent last year. Wellness events/counseling, at 29.1 percent, and offering an in-store restaurant, at 26.5 percent, completed the top five.

These results reveal that grocers are relying on what they do best — extensive meat, produce and deli/prepared food departments offering customized service; deep roots in the community; and comprehensive knowledge of their customers’ preferences, gained over time — to beat back the competition.

Most Important Customer Interaction Strategies

Percent of respondents rating each strategy as extremely/very important



Source: Progressive Grocer Market Research, 2019

Talent Show

LABOR ISSUES CONTINUE TO TOP C-SUITE CONCERNS, WITH BENEFITS, COMPETITION AND TECHNOLOGY NOT FAR BEHIND.

By Jim Dudlicek

Let’s edit an old saying to fit the current context: The more some things change, the more other things stay the same.

To elaborate: Advancements in technology and evolution in the way consumers shop continue to disrupt all levels of retailing. But amid the rapid change, grocery executives responding to *Progressive Grocer’s* annual survey say that the issue keeping them up most at night is labor — namely, the recruitment, retention, diversity and training of their workforces.

It’s the second year in a row that talent issues have topped this list after rising from second place in 2017 to first in 2018. About three-quarters of all respondents named talent as their No. 1 concern, evenly shared among larger and smaller operators.

“We try to help everybody to grow and be successful, and get them to love coming to work,” remarked Tom Heinen, co-president of Ohio-based Heinen’s Grocery Stores, during a c-suite panel discussion earlier this year at the Food Marketing Institute (FMI) Midwinter Executive Conference.

And, as Jessica Adelman, group VP for corporate affairs at the Cincinnati-based Kroger Co., told *PG* when interviewed in late 2018: “I think this war for talent is certainly a big one. We know that we have to earn everybody’s commitment every day. As a leadership team, we try to foster the right culture, the right environment, and be relevant to the workforce.”

A big part of that will involve doing a better job selling a career in grocery retail to the next generation moving their way through college. Cindy Sorensen, founder and president of The Grocery Group, a Minneapolis-based industry consultancy, urges retailers to establish a presence on college campuses to attract talent.

Further, while only about a third of U.S. workers feel engaged at their jobs, according to a 2017 Gallup study cited by Sorensen during the National Grocers Association (NGA) annual show this past February, onboarding programs have been shown to improve retention and employee performance.

“This generation wants to feel like they have a friend at work,” Sorensen said. “Create a culture of opportunity. Lay out a career path for them that’s performance-bound.”

The second most-important issue overall our respondents named was benefits, up from No. 7 a year ago, though it’s clearly more of a concern for smaller operators than larger ones. Likely reasons? A Democratic majority in the U.S. House of Representatives and a growing nationwide movement to increase the minimum wage.

Competitive threats is in third place, where it slid from its No. 2 spot a year ago. Clearly this continues to be a leading concern among traditional retailers grappling with cross-channel compe-



“This war for talent is certainly a big one. We know that we have to earn everybody’s commitment every day. As a leadership team, we try to foster the right culture, the right environment, and be relevant to the workforce.”

— Jessica Adelman, group VP for corporate affairs, The Kroger Co.

ness is where growth is happening,” Bishop said at the NGA Show. “That’s why new competitive entrants are coming into the space. ... [R]etailers need to consider how to make it seamless for shoppers to move between online and in-store.”

From a seamless omnichannel shopping experience, to delivery solutions like Kroger’s trials of autonomous vehicles and partnership with U.K.-based Ocado, to Albertsons’ investments in cloud-based platforms, to engagement with shoppers via social media and targeted personalized offers, continued attention on all levels will be paramount to ensuring long-term growth and success.

What are the big issues keeping you up at night?

■ Current Ranking
■ Year Ago

No. 1 74.2% Labor (recruitment, retention, diversity, training)	No. 2 59.1% Benefits (minimum wage, Affordable Care Act, etc.)	No. 3 56.1% Competitive Threats	No. 4 42.4% Keeping up with Advancements in Technology	No. 5 39.4% Increasing Overhead Costs (energy, infrastructure maintenance, etc.)	No. 6 30.3% Market Saturation	No. 7 27.2% Price Increases
No. 1 66.7%	No. 7 30.0%	N/A	No. 3 45.0	No. 6 30.8%	No. 5 34.2%	No. 8 24.2%
No. 4 25.8% Online Sales/Omnichannel	No. 9 21.2% Sustainability	No. 10 15.2% Data Protection/Security	No. 11 12.1% Food Safety	No. 12 6.1% Trust/Reputation	No. 13 4.6% Genetically Modified Organisms (GMO)	No. 14 3.0% Animal Welfare
No. 4 38.3%	No. 9 20.2%	No. 10 18.3%	No. 11 17.5%	No. 12 16.7%	N/A	N/A

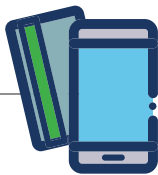
Source: Progressive Grocer Market Research, 2019

Driving Tech Forward

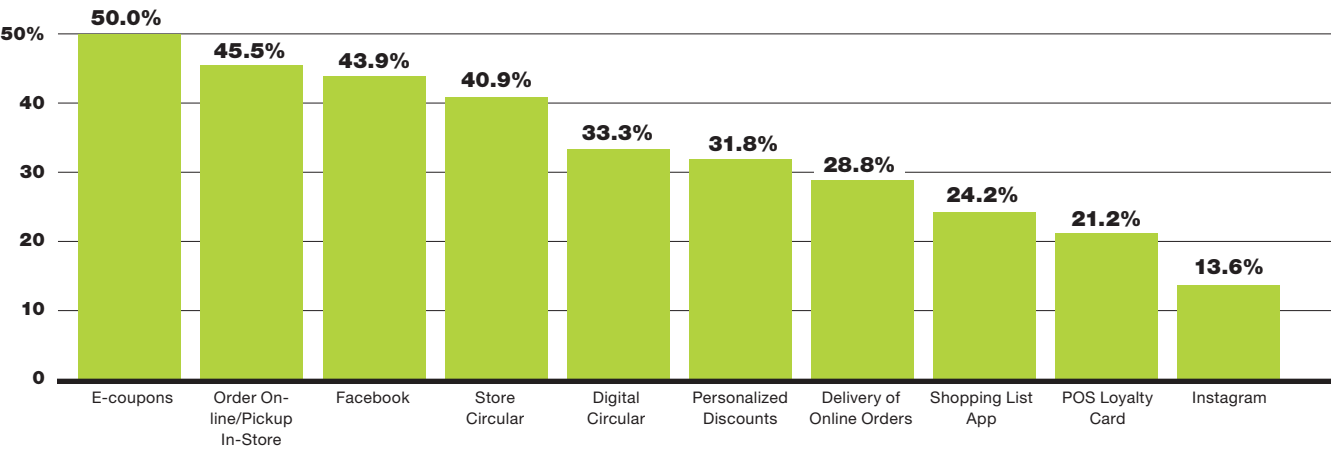
AUTONOMOUS DELIVERY VEHICLES ARE JUST ONE OF THE INNOVATIONS IN WHICH RETAILERS MAY CHOOSE TO INVEST THIS YEAR. **By Kat Martin**

Technology remains a key concern, hitting No. 4 on the list of issues that keep retailers up at night in *Progressive Grocer's* Annual Report, with 42 percent citing keeping up with technology as a key concern. Two-thirds of retailers indicated that they planned to increase their technology spend in 2019 to keep up with the rapid pace of change in the industry as consumers increasingly shift their lives online or into the digital realm. Technology upgrades also ranked second for shoppers' suggestions for investments, according to a PG consumer survey.

One of the areas generating the most buzz is the rise of autonomous delivery vehicles. Several grocers, both large (Kroger, Walmart, Stop & Shop) and small (independent grocer BFL Grocery) are preparing to introduce autonomous delivery vehicles in their markets. E-grocer Amazon is testing Scout, a cooler-sized delivery robot. Nearly 8 percent of retailers indicated that they planned to invest in autonomous delivery vehicles, which should be a wise investment, as more than a quarter of consumers surveyed by PG expressed a desire for their gro-

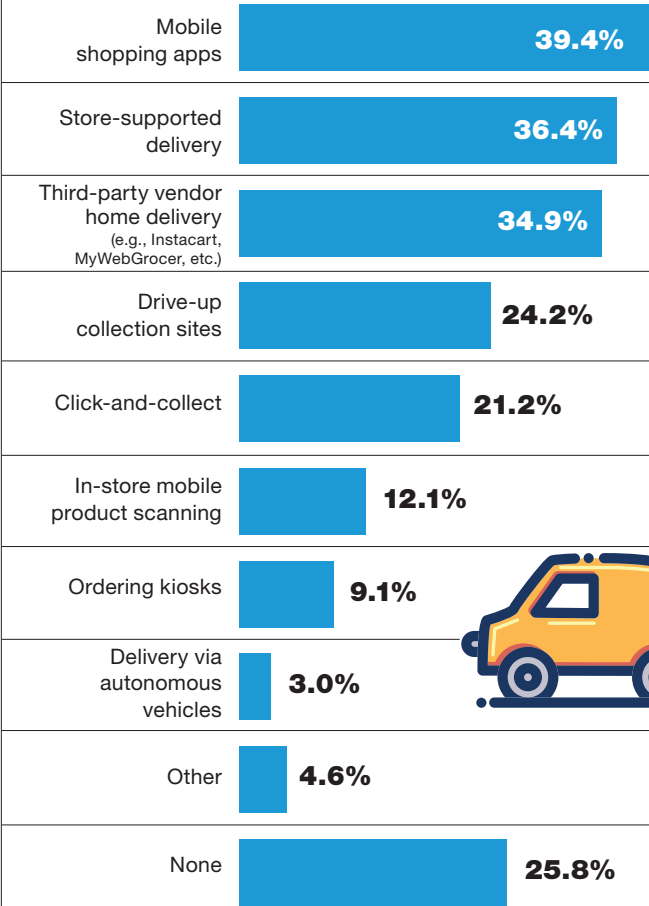


What do you consider to be the most advantageous benefit offered by mobile devices/smartphones?

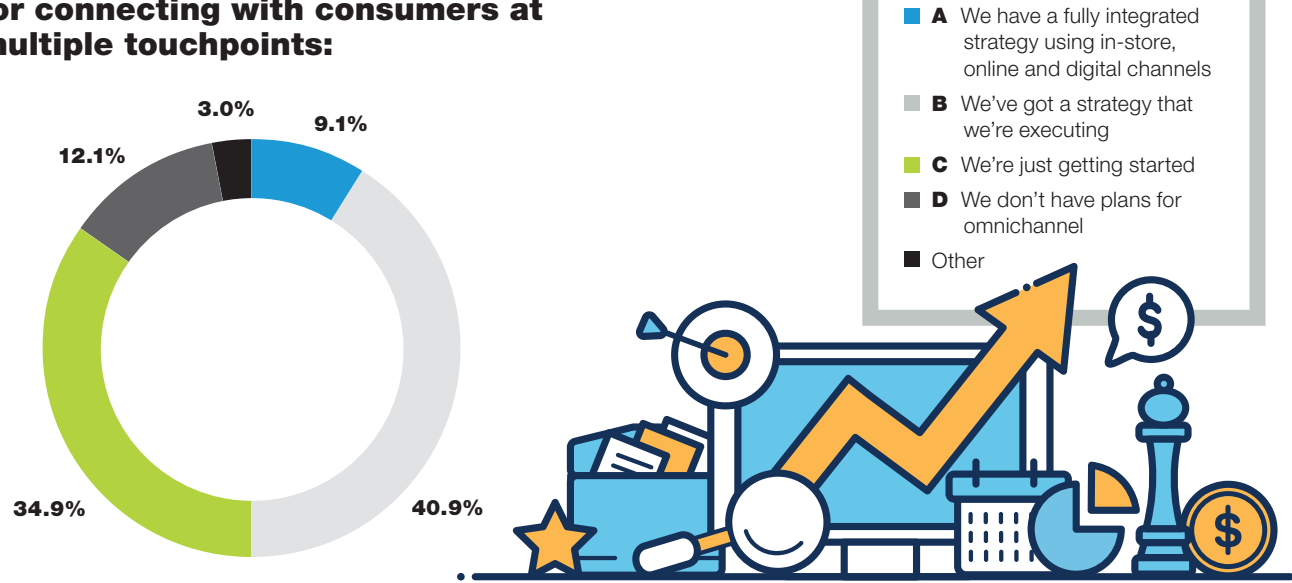


Source: Progressive Grocer Market Research, 2019

What omnichannel services do you offer?



Please grade your company's strategy for connecting with consumers at multiple touchpoints:



cery store to offer delivery via autonomous vehicles.

Retailers are also turning to technology to determine eco-friendly delivery routes. Farmstead, an on-line grocer, recently announced its new Sustainable Routes program, which groups together neighbors to receive their groceries on the same day in the same delivery window while offering customers three delivery windows a day. The goal is to get delivery vehicles off the road and reduce carbon emissions. Additionally, Postmates delivery service has introduced Postmates Party, which allows users to see who in their area is ordering from which retailers and to group their deliveries together. Users get free delivery and can feel better about the environmental impact, and Postmates can reduce delivery costs.

When it comes to omnichannel, 9 percent of retailers indicated that they had a fully integrated strategy that connects with consumers via multiple touchpoints; however, consumers saw it differently, with nearly one-third giving their grocery stores high marks for offering multiple omnichannel touchpoints. Retailers should take note that this gives them the opportunity to surprise and delight customers who seem to have lower expectations.

When it comes to the ubiquitous smartphone,

both retailers and consumers see e-coupons as the best offering, with 50 percent of retailers and 41 percent of shoppers citing them as the most advantageous benefit. Retailers seemed to place greater emphasis on social media, with 44 percent citing Facebook and 14 percent citing Instagram as the most advantageous benefits offered by smartphone. Conversely, only 10 percent and 5 percent, respectively, of consumers cited the same.

However, Suzy, a consumer insights platform, released a report that found that consumers are more likely to hear about health food trends on social media. And where do they go to shop in support of these food trends? The grocery store. So while consumers may not be making the connection between social media and your store (and it might not be your social pages promoting the trends), social media is playing a role in where they shop, especially if a retailer has a reputation for specializing in or offering a large selection of trending health products.

For consumers, ordering kiosks topped the list of technologies that they would like their retailer to offer, with 28 percent of consumers citing this desire, while only 11 percent of retailers reported that they had plans to implement ordering kiosks in the next year. In-store mobile product scanning also was in the top three desires — with 22 percent of consumers wishing that this service was available at their store. They may soon get their wish, as 17 percent of retailers indicated that they planned to add mobile scanning in the next year. **PG**

49%
of grocers are currently executing or running a fully integrated omnichannel strategy using in-store, online and digital channels. 35% of respondents say that they are just getting started