

Stores will need to
innovate to be
distinct, relevant
and **memorable**

- Multi Channel Grocery retailing
- Diversification by Supermarkets
- Making stores more efficient / reducing costs
- Growth in Leisure, Lifestyle and Experiences
- Personalisation of Product and Preferences, Digital Reward programmes
- New Business Models e.g Subscription services
- Technology as a competitive advantage
- Industry consolidation

Online

- **4 in 10** households could be **regular shoppers**
- All cohorts and all categories
- **Smaller** baskets

Discounters

- New **formats** as well as new **stores**
- Driving **frequency** of visit as well as **bigger baskets**

Convenience

- **Lifestyle** as well as location
- **“Little and Often”** returns post pandemic
- **Next generation of stores** will blend local, weekly shopping, with e-commerce, food to go and food service

Value Retail

- **Retail Parks** become destination for leisure, non food and non edible grocery
- **Alternative** to Superstores for Ambient and Frozen FMCG

