

SPUR

Ideas + Action for a Better City

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#GroceryIndustry



What's in Store for the Grocery Industry?



Channel Surfing

INFLUENCING FACTORS

1. Demographics
2. Shrinking Middle Class
3. Role Changing
4. Generation Passing Torch
5. Social Focus on Wellness
6. E-Commerce

Generation Passing Torch

Boomers are passing the torch to Millennials

Boomers and Millennials eat differently

Boomers based on Pantry (what is missing)

Millennials to fill the plate (emphasis help putting meals together),
convenience, health conscious

Technology savvy and high demand for mobile devices for
in-store experience and in-store pickup and delivery



Millennials Social Focus on Wellness

Eating well

Taste of Food

Organic, nutritional in value

Family meals are important

Ready-to-eat and heat-and-eat (easy and convenient)

new concept Meal-in-a box (meal box delivered with all the ingredients needed)

Eating less out

Shopper has a connection between Food and Health

E-Commerce

Amazon's acquisition of Whole foods brings pressure to retailers

Amazon currently has cashier-less store in Seattle where the only form of payment is through a mobile device

Amazon Opening 2nd cashier-less flagship store in Chicago
in partnership with Google

Walmart has filed patents for the Virtual Reality Software that would allow customers to shop virtual showrooms and 3D versions of Walmart stores from home

Sam Club (owned by Walmart) is opening an e-commerce fulfillment center

E-Commerce Challenges

Takes too long to order

Delivery Schedule

High cost

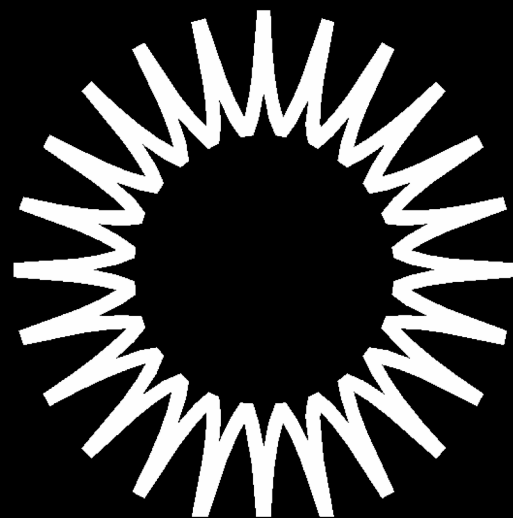
Quality

Ability to feel and smell produce



Lupe Lopez
Owner, Arteaga's Food Center
lupe@arteagasfoods.com
(510) 453-1515





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