The grocery digital divide
How consumer products companies can deliver on the new digital imperative

Digital reached a tipping point in grocery
Digital influence has nearly doubled...

In 2016...
51% of transactions were digitally influenced

... but consumers are left hungry for more
Only 1 out of 3
Grocery shoppers think digital makes shopping easier

Digital permeates the entire path to purchase

77% Consumers surveyed use digital touchpoints to drive awareness

19% Increase in grocery spending when consumers use digital

80% Shoppers surveyed who used a digital device to browse and research grocery products.

29% Consumers surveyed use digital touchpoints to drive awareness

77% Consumers who used digital before or during shopping experiences converted 9% more frequently than those who did not.

80% of consumers surveyed try products based on online recommendations or reviews.

9% Best chance to influence the purchase of General Grocery

51% Best chance to influence the purchase of Fresh & Perimeter and Beverages

29% Best chance to influence the purchase of Frozen and Refrig

We are at a tipping point...

How can CPGs transform to win in digital?

Consider starting here:

Path to Purchase: Create seamless online and offline personalized consumer experiences
Advertising: Create targeted mobile-first content
Retail Partnerships: Partner with retailers and 3PP to provide tailored digital consumer experiences
Pricing, promotion & trade: Shift to granular, local and analytically-driven pricing and agile promotions
Packaging: Design digitally-attractive and “easy-ship” packaging
Supply Chain: Connect commercial and supply chain operations to rapidly respond to the market
Data & Analytics: In-source consumer analytics for granular consumer understanding and decision making speed & agility
HR: Provide culture and incentives to enhance digital talent to drive new ways of working
Partnerships: Fill digital capability gaps with partners to more quickly get to market
Digital initiatives: Double down on priority digital initiatives and summit to the digital future

Sources: Deloitte grocery digitaldivide survey Deloitte Consulting LLP November 2016; Deloitte digitaldivide survey Deloitte Consulting LLP April 2016