



# The grocery digital divide

## How consumer products companies can deliver on the new digital imperative

The gap between consumers' digital behavior and CPGs' ability to deliver on these desired experiences

To further explore the topic, please read and download the full article [here](#)

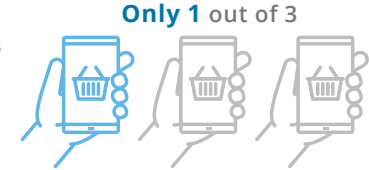


### 1 Digital reached a tipping point in grocery

Digital influence has nearly doubled...



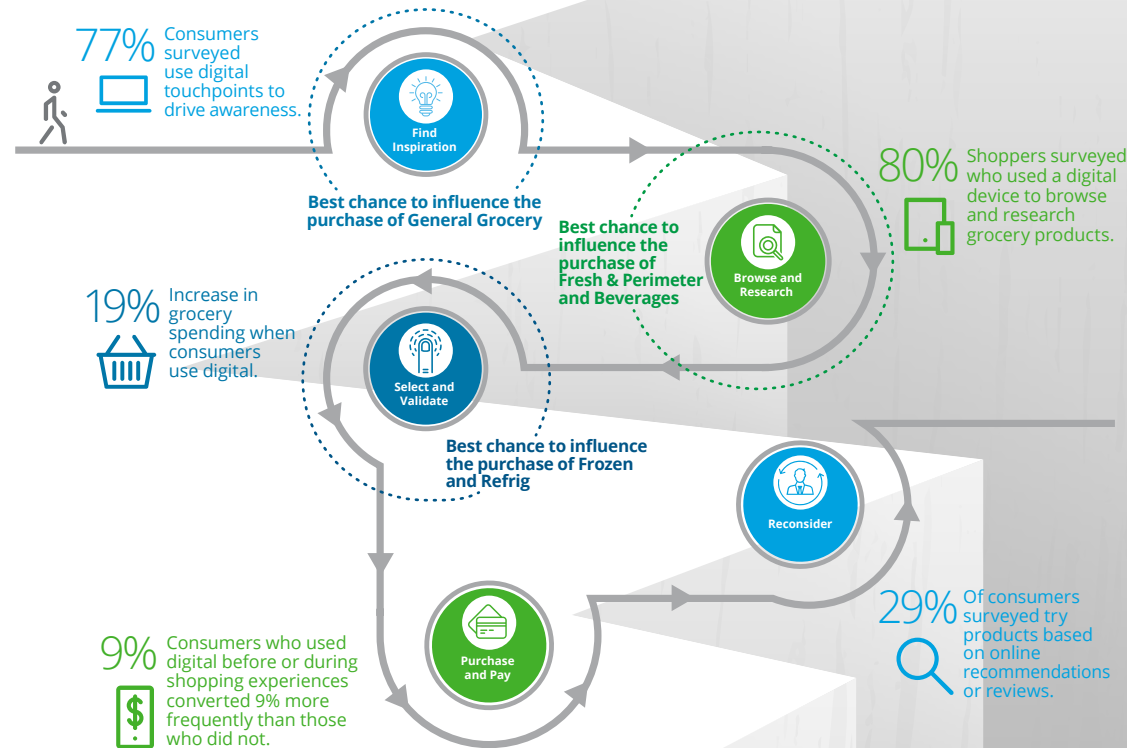
... but consumers are left hungry for more



Grocery shoppers think digital makes shopping easier



### 2 Digital permeates the entire path to purchase



### 3 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

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