

Rapidly grow online grocery revenue

Is your grocery eCommerce
meeting your shoppers' demands?



freshop

**70% of
consumers**

**say they shop in person
less frequently now.¹**



More control, more safety, more convenience: Grocery eCommerce is here to stay.

Before facemasks and standing six feet apart, buying groceries online was still somewhat of a novelty. These days, shopping in a world that's been affected by the pandemic looks different, and it's driven by the need for safety and convenience.

Pandemic habits are starting to solidify as more grocery shoppers adopt and rely on eCommerce, signaling a huge channel shift. **Insider Intelligence** forecasts the US grocery retail eCommerce sales shot up 54% in 2020 to reach a value of \$95.82 billion.²




54%

Increase in U.S. grocery
eCommerce sales in 2020



\$95.82B

Value of U.S. grocery
eCommerce sales in 2020



People may have been hesitant to experiment with curbside pickup or grocery delivery, but now they're hooked, and said they increased shopping online during COVID-19 by 90%.³



90%

Increase in online shopping during COVID-19

It's clear: eCommerce is here to stay and will only continue to grow. Retailers who have not transformed their digital shopping experience can't afford to see their bottom lines shrink if customers opt to shop at other retailers who provide the fastest, most seamless online shopping experience.

“Online-only” shoppers are growing.


And grocers are taking notice.

By 2023, online grocery sales will reach \$129.72 billion and will account for nearly 10% of total grocery sales.⁴ What does that mean for you?

Retailers with flexible, seamless API-driven architectures—who can innovate faster, for less cost and risk—will reap the benefits. But, due to the accelerated shift to eCommerce, it has been a challenge for retailers with clunky digital platforms or cumbersome legacy systems to keep up.




**Online sales to
reach \$130B by
2023—nearly 10% of
total grocery sales**



The percentage of consumers who prefer making “online only” purchases will more than double to roughly 28% of the total shopping public.¹ Purchasing online for delivery or curbside pickup (buy-online-pickup-in-store or BOPIS) has quickly become the future for consumers.

If you're a supermarket retailer, it's now your future, too. And doing it well means the difference between making a profit or losing revenue.

Understanding the value of a robust eCommerce strategy isn't rocket science. If retailers want to retain customers, drive revenue and beat the competition, an intuitive, flexible and integrated online shopping experience is crucial.



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Emerging customer spending habits

1 in 5 shoppers are changing how and where they shop.⁵

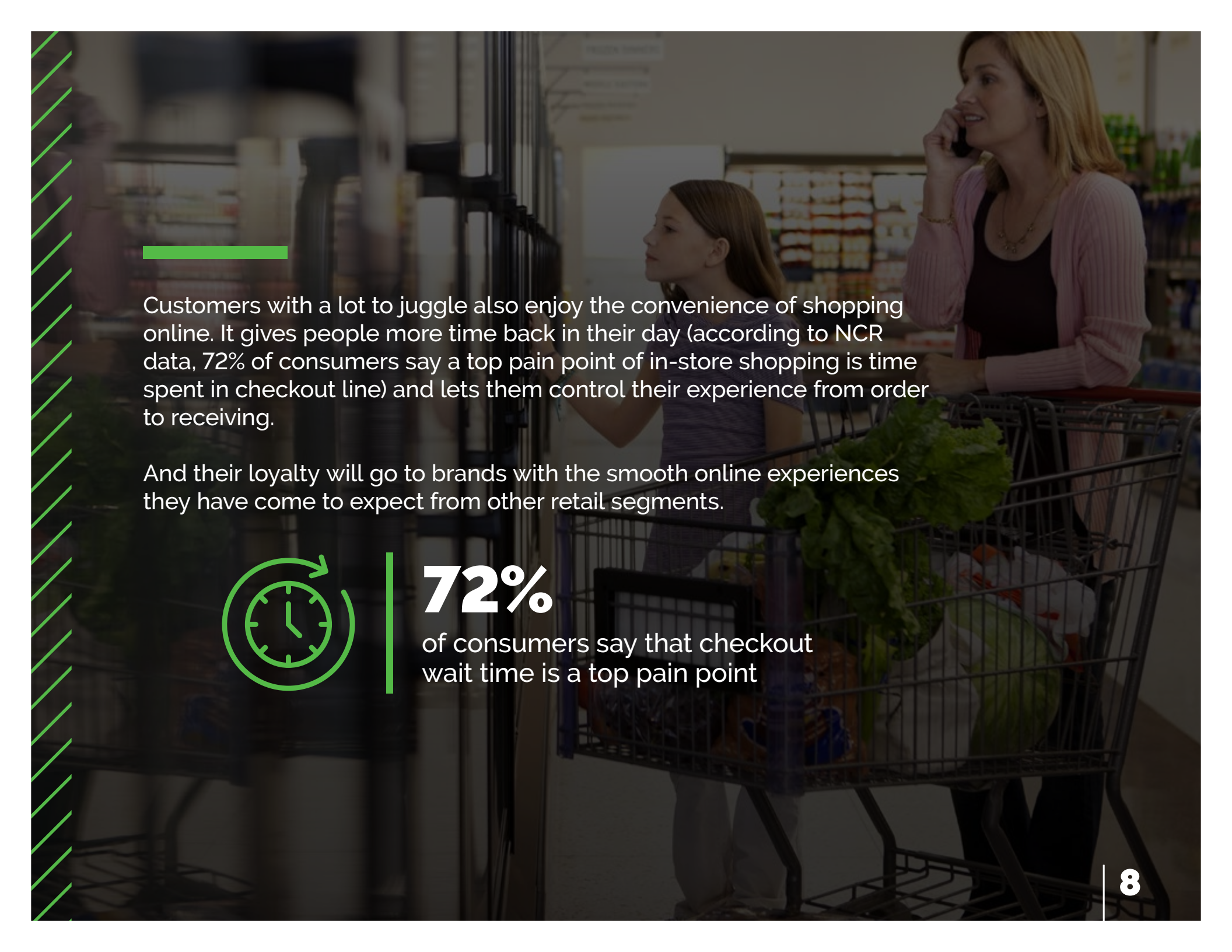
There hasn't been a time in recent history when consumers had to quickly change all aspects of their lives. Social gatherings happen online. So does work, school and even doctor visits. Everything had to be reimagined, including shopping.

The disruptive impact of COVID-19 on everyday lives accelerated adoption of online grocery among consumers who were hesitant about venturing out into public. So it's no surprise that every shopping option that reduced customer contact had at least a 60% adoption rate in the past 9 months.⁶



60% in 9 months

Adoption rate of low-contact
shopping options



Customers with a lot to juggle also enjoy the convenience of shopping online. It gives people more time back in their day (according to NCR data, 72% of consumers say a top pain point of in-store shopping is time spent in checkout line) and lets them control their experience from order to receiving.

And their loyalty will go to brands with the smooth online experiences they have come to expect from other retail segments.



72%

of consumers say that checkout wait time is a top pain point

It's time for grocery retailers to invest—not rest.

Building an online shopping platform may not have been a primary focus for your business before the pandemic, but demand for BOPIS eCommerce has skyrocketed and is expected to grow by 25 percent per year through 2025.⁷

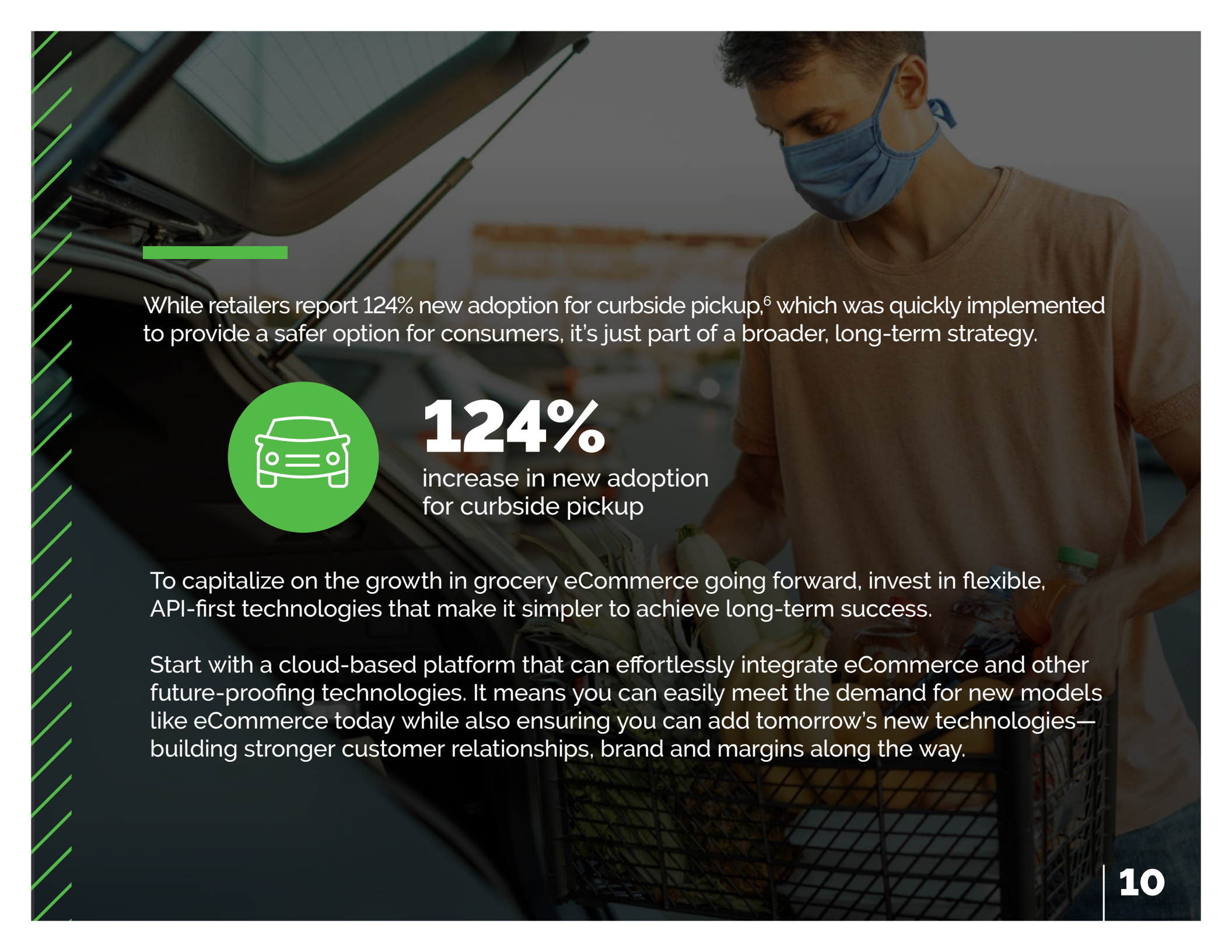


25% YOY

increase in demand
for BOPIS growth

through 2025

This unexpected growth pushed retailers to react quickly, either relying on bolted-on solutions for legacy systems or turning to third-party eCommerce platforms to handle the surge and remain competitive.



While retailers report 124% new adoption for curbside pickup,⁶ which was quickly implemented to provide a safer option for consumers, it's just part of a broader, long-term strategy.



124%

increase in new adoption
for curbside pickup

To capitalize on the growth in grocery eCommerce going forward, invest in flexible, API-first technologies that make it simpler to achieve long-term success.

Start with a cloud-based platform that can effortlessly integrate eCommerce and other future-proofing technologies. It means you can easily meet the demand for new models like eCommerce today while also ensuring you can add tomorrow's new technologies—building stronger customer relationships, brand and margins along the way.

Online and mobile shopping, **made simple.**

A cloud-based solution that delivers a white-labeled online shopping website with mobile capabilities, NCR Freshop seamlessly bridges the gap between your online and in-store customer experiences.

We make it simple for you to deliver your customer's preferred shopping experience while increasing engagement, loyalty and profitability.

- Own the entire customer experience from end-to-end
- Maximize operational efficiencies and increase retailer ROI and customer engagement
- Give customers personalized web and mobile ordering capabilities, with list building, recipes and food suggestions
- Offer consistent pricing, promotion and loyalty data between your online and in-store channels
- Easily integrates with NCR's Business Service Platform and non-NCR systems





Grow your online grocery sales with NCR Freshop.



Citations:

- 1 - NCR 2020 Q4 Consumer Insights Survey
- 2 - *Business Insider*
- 3 - IDC Retail Insights: Consumer Survey plus The Future of Retail
- 4 - *Emarketer*
- 5 - NCR Retail Transformation Shopper Tracking Survey
- 6 - NCR Q4 2020 Retail Transformation Retailer Insights Survey
- 7 - *NCR press release*

NORTH COUNTRY
BUSINESS PRODUCTS



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