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Media Inquiries
Bill Bishop, Chief Architect, Brick Meets Click
847-732-8472, bill.bishop@brickmeetclick.com
www.brickmeetsclick.com

Where to start capitalizing on consumers’ increasing demand for more customization/personalization in grocery

Brick Meets Click offers guidance on how to capture faster sales growth in a challenging market.

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Customization and personalization are two of the most powerful trends driving today’s consumer marketplace. Shoppers’ growing appetite for new products and services that fit their personal lifestyles continues to fragment the mass market in terms of products and communication, but also in terms of distribution and retail channels.

“Grocers and suppliers who fail to respond to this growing demand for products and services that are customized to satisfy the personal preferences of shoppers can get left behind,” says Steve Bishop, Managing Partner of Brick Meets Click. A new white paper by the retail consultancy Brick Meets Click offers guidance to the grocery industry on what to expect in the near term and identifies three areas where retailers and marketers can begin to capture the growth opportunities created by these changes.

The first area involves aggressively adding product attributes to help customers find what they are looking for when they are searching online for a product. Today’s digitally empowered shoppers require this information whether they are shopping online or in the store. Adding more detailed attribute data to product files creates smarter search that helps satisfy shoppers’ demand for information and provides them with digital aisle markers to more quickly navigate to their choice.
Second, demand for pickup of online grocery orders is expected to increase, and if a retailer doesn’t offer this option in addition to delivery, they will risk losing customers to a competitor who offers shoppers the choice of customizing the way they receive their orders. To maximize the sales potential of adding this option, retailers also need to look for ways to improve the pickup experience, such as shortening the wait time between the customer’s arrival and the delivery of the order in their car.

The third area involves competing for new food shopping occasions, many of which can be identified by studying how the new small-store formats are specializing to serve them. These stores are not mini supermarkets; they are designed and built to serve specific food and grocery shopping occasions. The type of innovation happening in small stores will only intensify as online grocery grows, and the successful small stores illustrate how to capture growth opportunities inherent in the new shopping occasions.

For additional insights and guidance on how to plan strategy and tactics that respond to the “new order” and find critical sources of growth, download the new paper Guidance for 2019: Capitalize on the Growing Appetite for Customization and Personalized Shopping Options from Brick Meets Click.

About Brick Meets Click

Brick Meets Click is a strategic advisory firm focused specifically on how digital technology and new competitors are changing food marketing and sales. Founded in 2011, its guidance helps retailers, manufacturers, and suppliers adapt and find new sources growth by better understanding the shifts in the marketplace and where opportunities exist to grow sales and profits. Visit www.brickmeetsclick.com to learn more about its expertise, services, and thought leadership.