Driving Grocery E-Commerce Growth

Are you struggling to successfully serve customers in-stores and online while retaining profit margins?
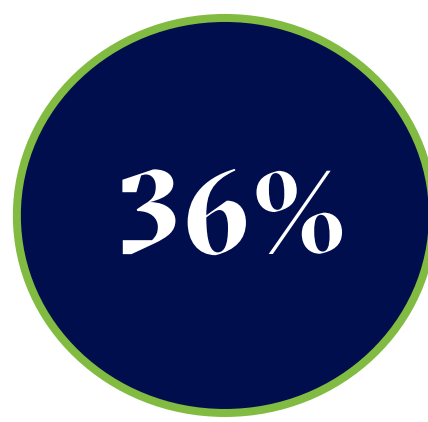
50%
Consumers purchase groceries online weekly [1]

40%
Click-and-collect grocery sales by 2025 [2]

14-18%
US E-grocery penetration in the next three to five years [3]

36%
Consumers willing to pay a premium for online groceries [4]

Grocery Challenges

Product Substitutions

Labor Shortages

Inventory Accuracy

Customers Expect Fast Service

Order Visibility

Strategic Benefits

Reduce cost to serve

Improve customer experience

Drive operational efficiencies

Increase conversion rate

Digital Enablers

Real-time inventory visibility

Efficient store order fulfillment

Intelligent order promising and orchestration

Intelligent product substitutions

Accurate commits across channels

Seamless shopping online and in-person

Delivering the Right Product, at the Right Time, In-Store and Online.

Would you like to provide reimagined e-commerce experiences that help you meet customer expectations while improving operational efficiencies? Benefits include:

• Engaging customer experiences
• Revenue growth
• Labor efficiencies
• Reduced cost to serve

BlueYonder
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Sources: 1. McKinsey & Company, "Making online grocery a winning proposition" July 2021. 2. eMarketer, "US Digital Grocery Forecast 2021, Sept 2021. 3. McKinsey & Company, "Making online grocery a winning proposition" July 2021 4. McKinsey & Company, "Making online grocery a winning proposition" July 2021