

TRENDS IN FOCUS:

What to look for in the evolving path to purchase

The grocery industry is at an inflection point. After years of reacting to pandemic-spurred changes, 2023 is the time to be proactive and purpose-driven to deliver the best possible shopper experience.



THIS INFOGRAPHIC SHARES INSIGHTS INTO TRENDING DEVELOPMENTS THAT ARE SHAPING THE PATH TO PURCHASE WITH SUCCESS TIPS FOR THE COMING YEAR AND BEYOND.



1.

Show me that you know me



As inflationary pressures grow, shoppers are looking for brands that meet their specific preferences and needs.

THOUGHT STARTER:

A brand's ability to rapidly aggregate, analyze and act on data insights to scale personalized interactions will be key to driving customer loyalty.

2.

Media accountability & performance



For brand marketers, performance, measurement and ROI are essential moving forward.

THOUGHT STARTER:

Optimizing audience segments and ad placements against robust data insights accelerates campaign efficiency and results.

3.

Coupons reimaged



Faced with rising prices, 64% of households report looking for sales/deals/coupons.

THOUGHT STARTER:

Brands have an opportunity to grab customer attention with targeted offers at the point of sale.

4.

Omnichannel expectations are here to stay



Shoppers are continuing to use digital touchpoints that they grew accustomed to over the last two years.

THOUGHT STARTER:

Syncing digital and in-store aisles is one thing. Ensuring that promotions and coupons work seamlessly online and in-store creates a compelling grocery shopping experience that retains shoppers.