

Independent Operators Business Sessions

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THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

Preparing for Future Shoppers ... In 2024 and Beyond

Independent Operators Business Session
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How will you meet the needs of your shoppers in the future?

Outline for our discussion today:

- To help us stay ahead of the curve and to build the FMI Retail Experience of the Future we need to think about the Food Shopper of the Future
- Hear your thoughts on meeting the needs of Future Shoppers.
- Share responses from CEO's and Key Stakeholders who were interviewed to assess their vision for the future

FMI's Retail Experience of The Future

On June 10, 2014, FMI will inspire attendees of FMI Connect with a preview of what the food retailing world might look like in 10 years: the Retail Experience of the Future (RETF).

Shopper of the Future

The RETF will be preceded by an exploration of how consumer behavior will evolve in the next 10-15 years.

FMI's Retail Experience of The Future

The Discovery Phase

A taste of key ideas from discussions with leading grocery CEOs and retail game changers.

Thinking ahead to 2025. . .

1. What is the single biggest change you think we will see in grocery/retail in the next 10 years?
2. How do you see the consumer profile of the average grocer shopper changing in the next 10 years?
3. How do you envision technology affecting the consumer experience?
4. What is your biggest concern for the future of the retail food industry?

What is the single biggest change you think we will see in grocery/retail in the next 10 years?

- More urbanization
- Technology
- RDs, engage consumers at store level
- Fresh. Year round fresh sourcing
- More finished items, less ingredients
- Automatic refresh of items

How do you see the consumer profile of the average grocer shopper changing in the next 10 years?

- Older!
- More singles.
- Flavor profile more than demographics
- Hispanic, ethnic diversity
- More informed, ready to buy
- Less inventory at home.
- More comfort with tech, less patient
- Work harder for their loyalty, trust
- Technology for convenience

How do you envision technology affecting the consumer experience?

- Amount of time available to shop, tech as a time saver.
- Buy household staples online
- Customized products
- Home delivery
- Personalized deals.
- More transparency

What is your biggest concern for the future of the retail food industry?

- Trust. Less adaptation from new entrants into the business. Proliferation of formats. Maintain the passion

“‘Being human’ and the connection of people will drive the experience in the end!”



Human Connection

The grocery store of the future will capitalize on its position as a vibrant hub for the larger community. People will come for the energetic and approachable environment that fosters social interaction.

Trust

As the role of the grocery store continues to expand, the future grocery store will have to retain consumer confidence across the board. Transparency of information regarding food safety, origin, freshness, production, and consumer privacy will be crucial.





Consumer-centric

Innovation in data and technology allows for a better understanding of the consumer on both a macro and micro level. On a macro level, there will be multiple types of grocery stores in order to serve a variety of lifestyles. On a micro level, all aspects of the shopping experience will be tailored to an individual's needs.

Dynamic/Flexible

For maximum efficiency, stores will need to be scalable and hyper-responsive. A “pay as you go” experience and dynamic inventory will make way for a store architecture that will be modular— to accommodate both seasonal goods and the fluctuating need-states of consumers.

High-Tech AND High-Touch

Technology will be more seamlessly integrated into the environment of the store, elevating and simplifying the shopping experience while allowing the high-touch aspect of the store to come to forefront of the customer's journey.



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2025





FMI

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future

The Experience

The RETF will act as a hub during FMI Connect, inviting attendees to meander through a variety of distinct areas. Each area will afford a unique perspective into the future of retail.

The background of the slide features abstract, flowing light trails in shades of blue and white, creating a sense of motion and depth. The text is centered in a clean, white, sans-serif font.

What might the Retail Experience of the Future At FMI Connect look like?

The Retail Experience of the Future

The Experience will be:

EXPERIENTIAL

APPROACHABLE

ETHEREAL

SENSORY

TECH CONFIDENT

SOCIAL

Thank you for sharing your insights and we look forward to seeing you at



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