



# Top CPG predictions for 2021



## Health, well-being & safety are #1

- ▶ Store employee and shopper safety come first
- ▶ Increased focus on personal health and self-care
- ▶ Shoppers demand full transparency
- ▶ Increase in plant-based alternatives



## Technology activation accelerated

- ▶ Increased role of e-Commerce with seamless integration of store and online
- ▶ Mobile-driven store designs and real-time, personalized shopper solutions
- ▶ Auto-replenishment via online subscriptions
- ▶ Smart home integration with shopping



## Inspirational shopping experience

- ▶ Focus on in-store shopper services and meal solutions
- ▶ Blurring of food at-home and away-from-home channels
- ▶ Self-serve food options in store are reinvented
- ▶ Personalized offerings become the norm



## Fulfillment efficiencies

- ▶ Supply chain is revitalized
- ▶ Backroom, dark store fulfillment rise to meet demand
- ▶ Autonomous delivery forges ahead
- ▶ Post-COVID focus on the 4 Ps



## Consolidation and partnerships

- ▶ Last mile delivery options expand
- ▶ Unique offerings for in-store services
- ▶ Retailer and manufacturer mergers and acquisitions

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