

# Top CPG Predictions for 2022

## New Year, New Outlook



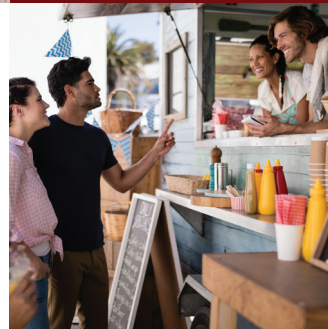
### Eating at Home Remains Purposeful

- Continued emphasis on cooking and eating at home
- Sustained focus on health, wellness and self-care
- Greater awareness of environmental issues related to consumption



### Resurgence in Food Away From Home

- Accelerated trends in take-out, drive-thru and mobile ordering
- Limited menus, reduced capacity, longer wait times and higher prices
- Increased emphasis on technology, including robot chefs and servers
- Expansion of ghost kitchens to combat overhead costs



### In-Store Shopping Still the Norm, but Not the Same

- Safety measures in place indefinitely
- Emphasis on product availability while navigating supply chain challenges
- Retailers embracing automation across the store
- Amplified store experience to rebuild traffic



### Online Grocery Shopping Here To Stay

- Shoppers forming online grocery shopping habit, now with hyper-delivery options
- Retailers embracing automation to win with the omnichannel shopper
- Dark store growth to facilitate efficient and profitable delivery and pickup



### Operational Challenges Linger

- Supply chain issues continue to disrupt production and delivery
- Labor struggles continue to plague retail and hospitality industries
- Consumer goods prices remain high as inflation perseveres

