



Grocery Trends in 2022

Introduction

In the year 2022, convenience will be the most important factor in retail. Many shoppers' preferences have shifted; some prefer a contactless encounter, while others seek a personalized in-store experience that can be delivered through associate clienteling. It's critical to keep up with these ever-changing trends if you want to be successful.

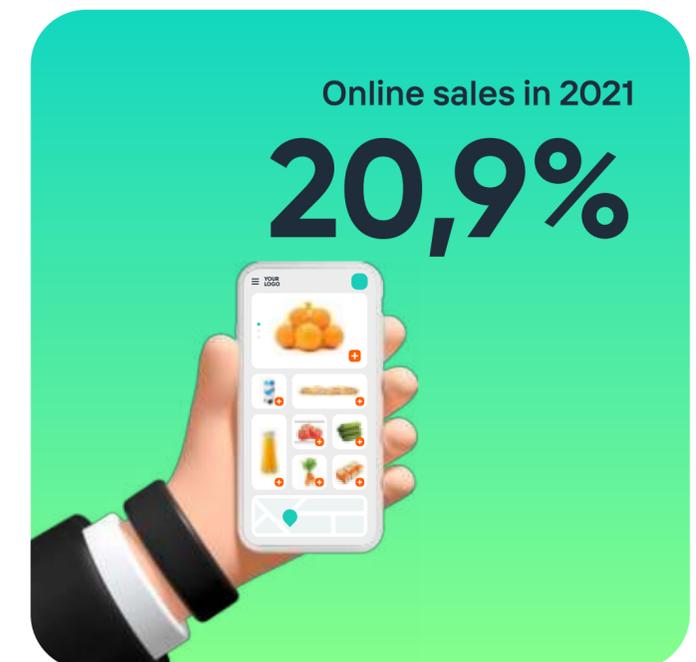
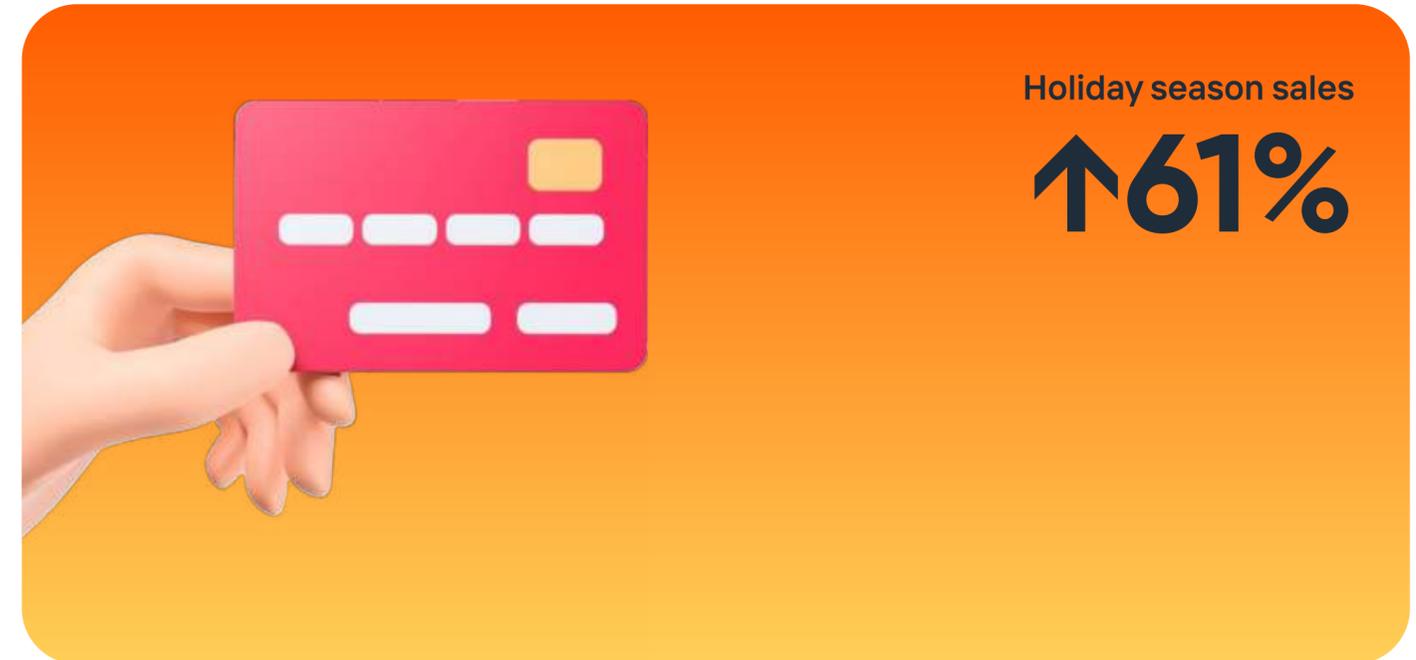
If you want to succeed throughout this year, you need to stay up-to-date on grocery's ever-changing trends. In this report, we'll cover the biggest trends so far in 2022, to pave the way for your business throughout the year.



Hybrid Retail

According to new analysis from [Mastercard](#), eCommerce sales increased by 61% during the U.S Holiday season as compared to the pre-pandemic period in 2019. Online sales accounted for 20.9% of total retail this year, up from 14.6% in 2019.

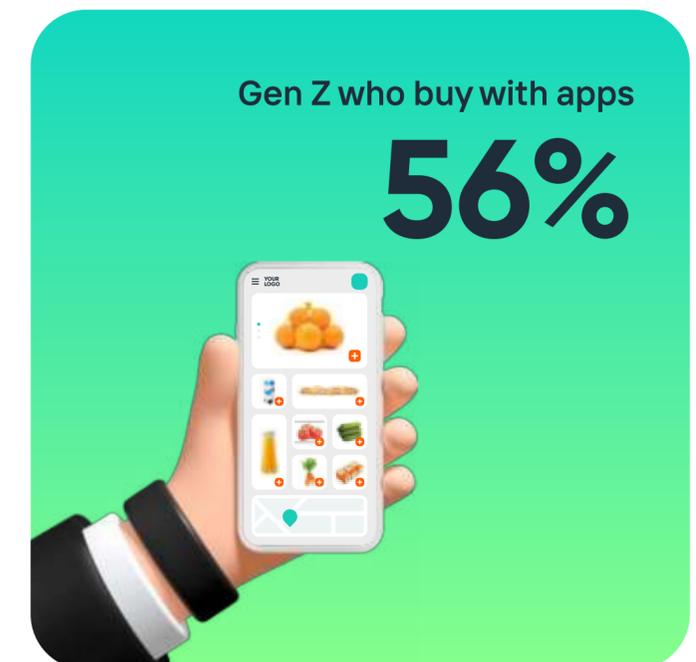
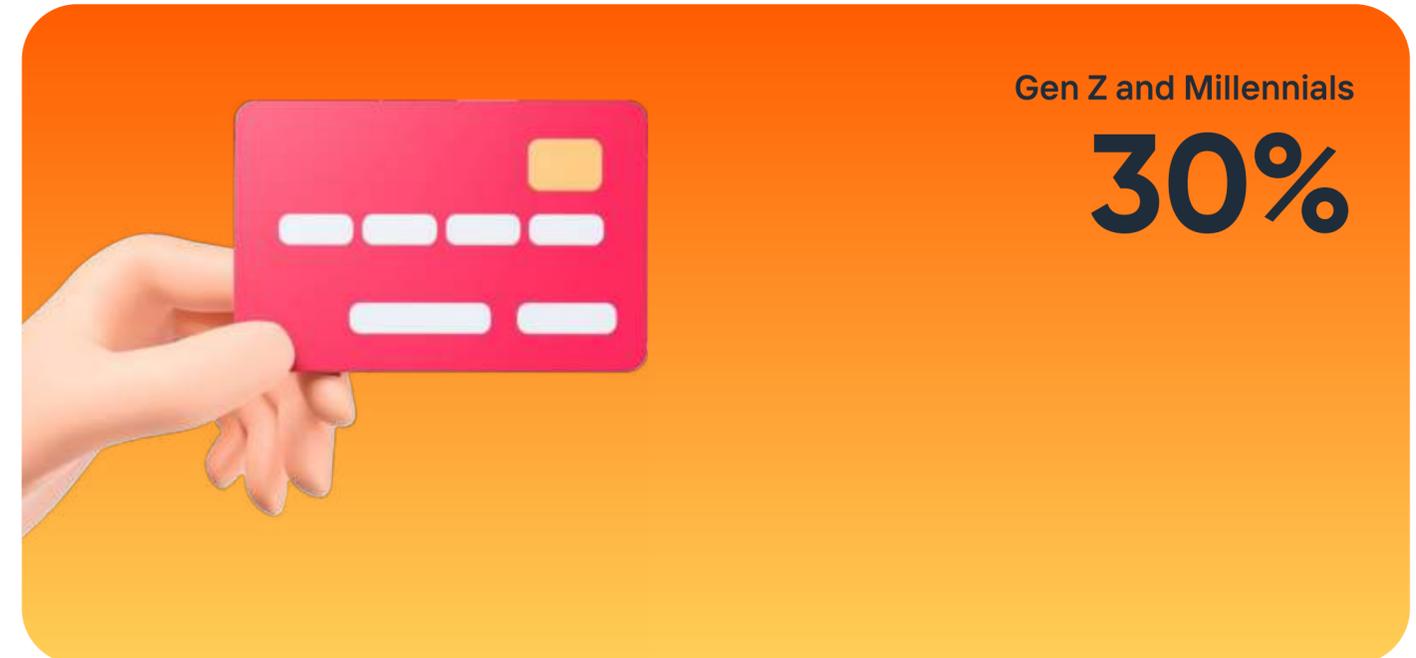
Digital commerce, including eCommerce and social commerce, is predicted to increase steadily through 2022 and beyond.



Hybrid Retail

According to **IBM**, 30% of Millennials and 37% of Gen Z prefer a hybrid shopping journey to older methods. More than half (56% and 58% respectively) use web/mobile apps to make such purchases

Digital tools such as ordering online, in-store self-checkout & pick-up at the store and mobile contactless payment have all become an important part of the in-store experience.



Plant-Based Meat & Dairy Foods

According to a recent [Bloomberg report](#), plant-based meat and dairy products will continue to outperform conventional products throughout the decade.

[Kroger](#) currently has “Close to 100 plant-based items in their Simple Truth Brand product line,” according to Marcellus Harris, Manager of Pork and Poultry. He shared this during a keynote at the [Plant-Based World Expo \(PBWE\)](#).



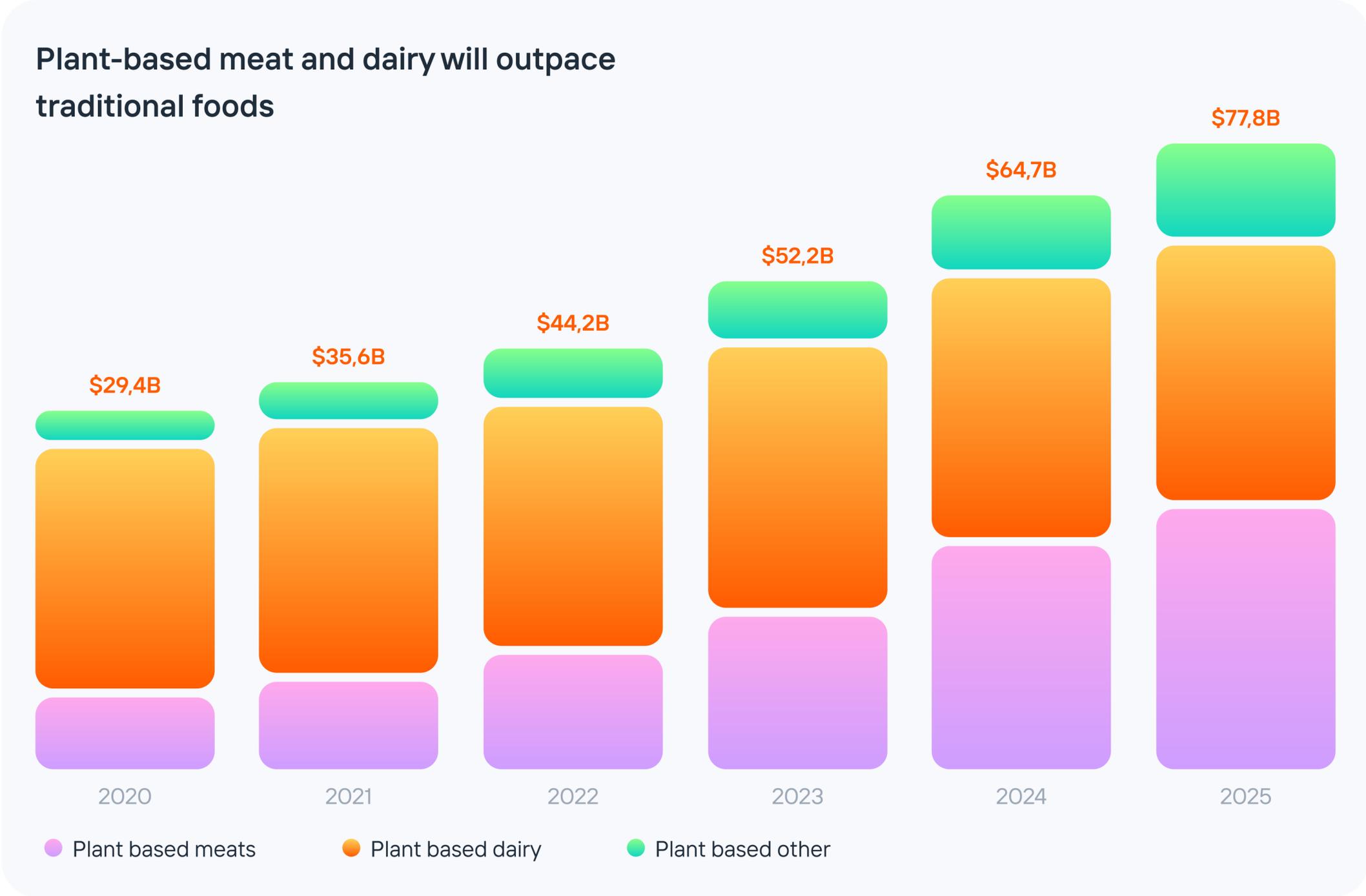
Marcellus Harris

Manges Pork and Poultry at Kroger

**“Close to 100 plant-based items
in our Simple Truth Brand product
line”**

Plant-Based Meat & Dairy Foods

In 2021, Beyond Meat launched three new retail products: plant-based burger patties, a new kind of beef replacement, and chicken tenders (the latter of which is made with fava bean, a plant protein that's likely to become more popular in 2022). Moreover, [hibiscus, sunflower seeds, environmentally friendly grains](#), and even [non-alcoholic spirits](#) are going to be in trend as well.



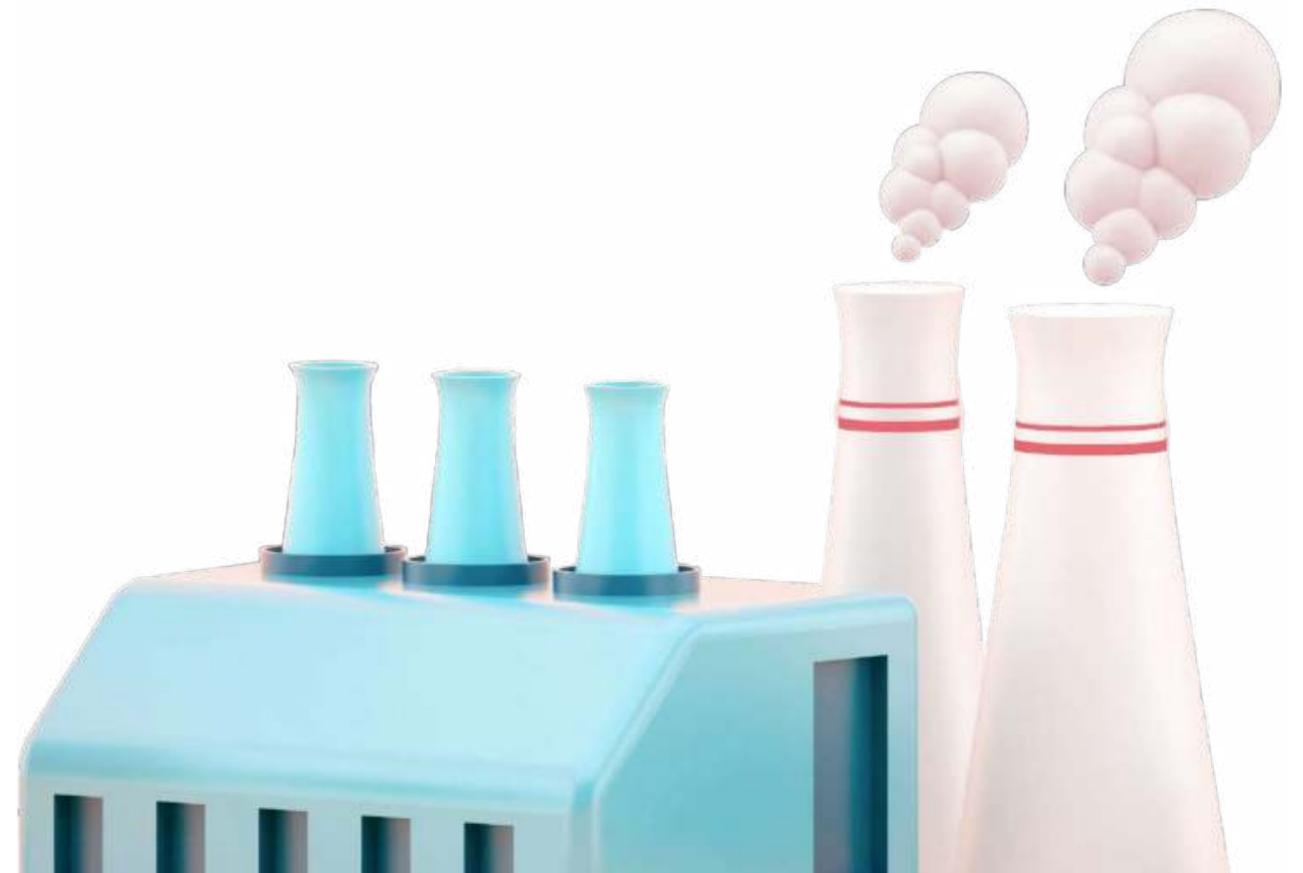
Sustainable Packaging

The climate crisis is a decades-long problem that will require a global, coordinated solution. According to a [recent study](#), the food system currently accounts for around 35% of total man-made greenhouse gas emissions. Food waste is also a huge concern, particularly in the United States, where nearly [one-third of all food produced is never consumed](#). If we draw conclusions from this statement it's clear we're growing, processing, transporting, and consuming our food in a way that's harmful to both our and the planet's health.

Total world gas emissions

35%

So, how can we do better in 2022? This is where sustainability comes into the picture: We must improve production processes and reduce food waste to feed the world's rising population in a more sustainable manner. However, how we go about doing it is still up for debate and lacks urgency. You can start small by using [compostable/biodegradable packaging](#) with [vegetable/soy-based](#) inks or just replacing plastic with egg cartons. The options are limitless and your brand image doesn't have to suffer because of it.



Sustainable Delivery

Today's buyer expects not only free and fast delivery but also environmentally sustainable shipping. According to [IBM](#), 72% of worldwide customers want brands to utilize environmentally friendly packaging. Your packaging can have a significant impact on a customer's decision to buy. It can entice customers to talk about your environmentally friendly items on social media, resulting in word-of-mouth marketing.

At a time when we can see the effects of climate change every day, eCommerce enterprises must offer more than just a pleasant purchasing experience. Customers are now aware that brands have a significant environmental footprint for which they must be held accountable.

Customers who want brands to utilize environmentally friendly packaging

72%



Labor and Inflation

Retailers might be tested this year by labor and **inflation issues**, but analysts see opportunity in new eCommerce services, more personalized products, and a rising digital ad area.

Additionally, post-pandemic stockpiling behavior continues to impact consumers' purchasing decisions. It's critical to keep an eye on what's going on in each category, follow the trends in the market and match them with your own business.

ThanX

