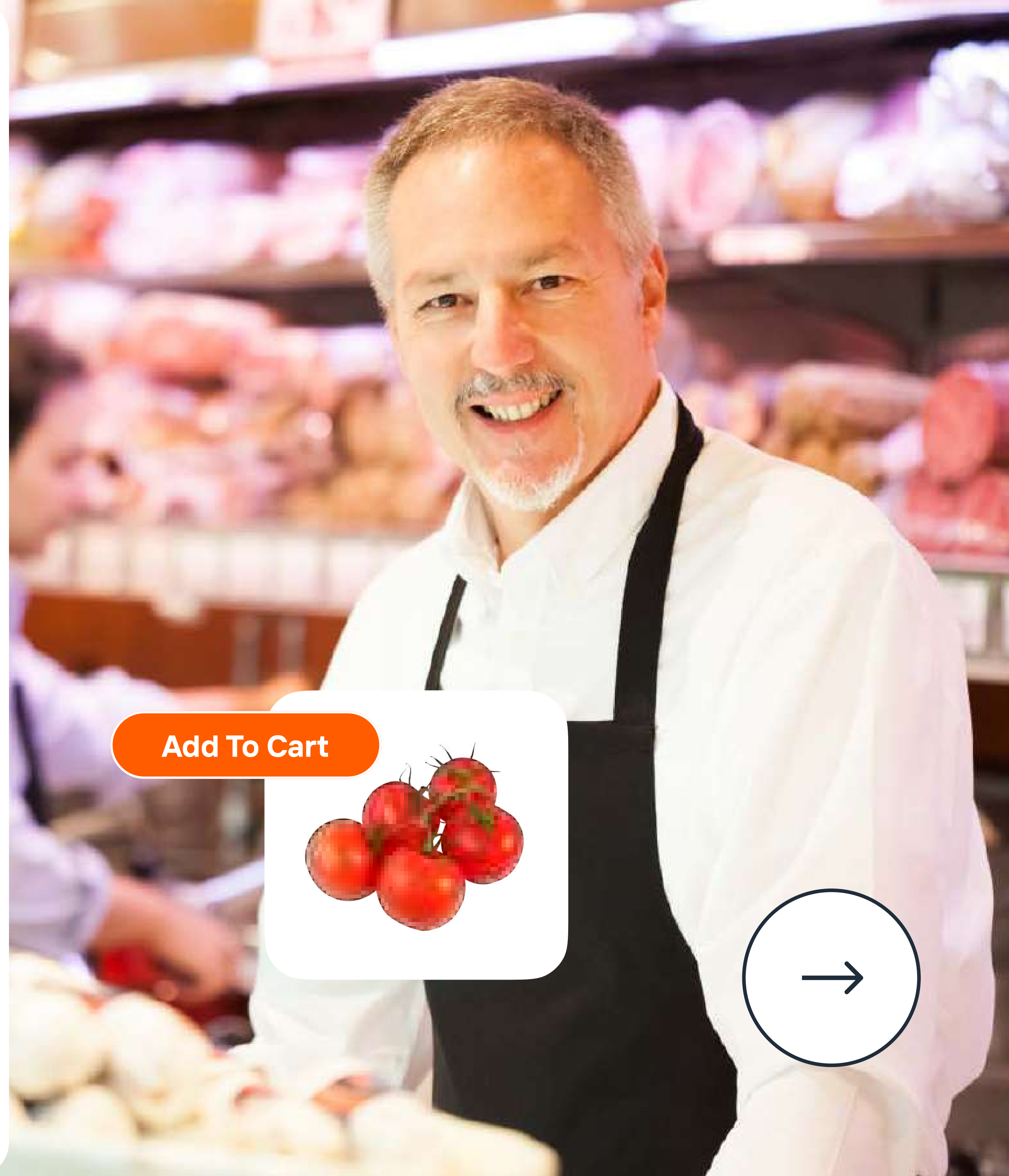




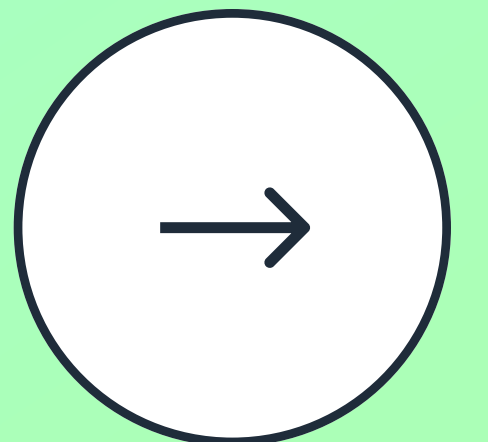
How to Keep Up With E-Commerce Changes (eBook)



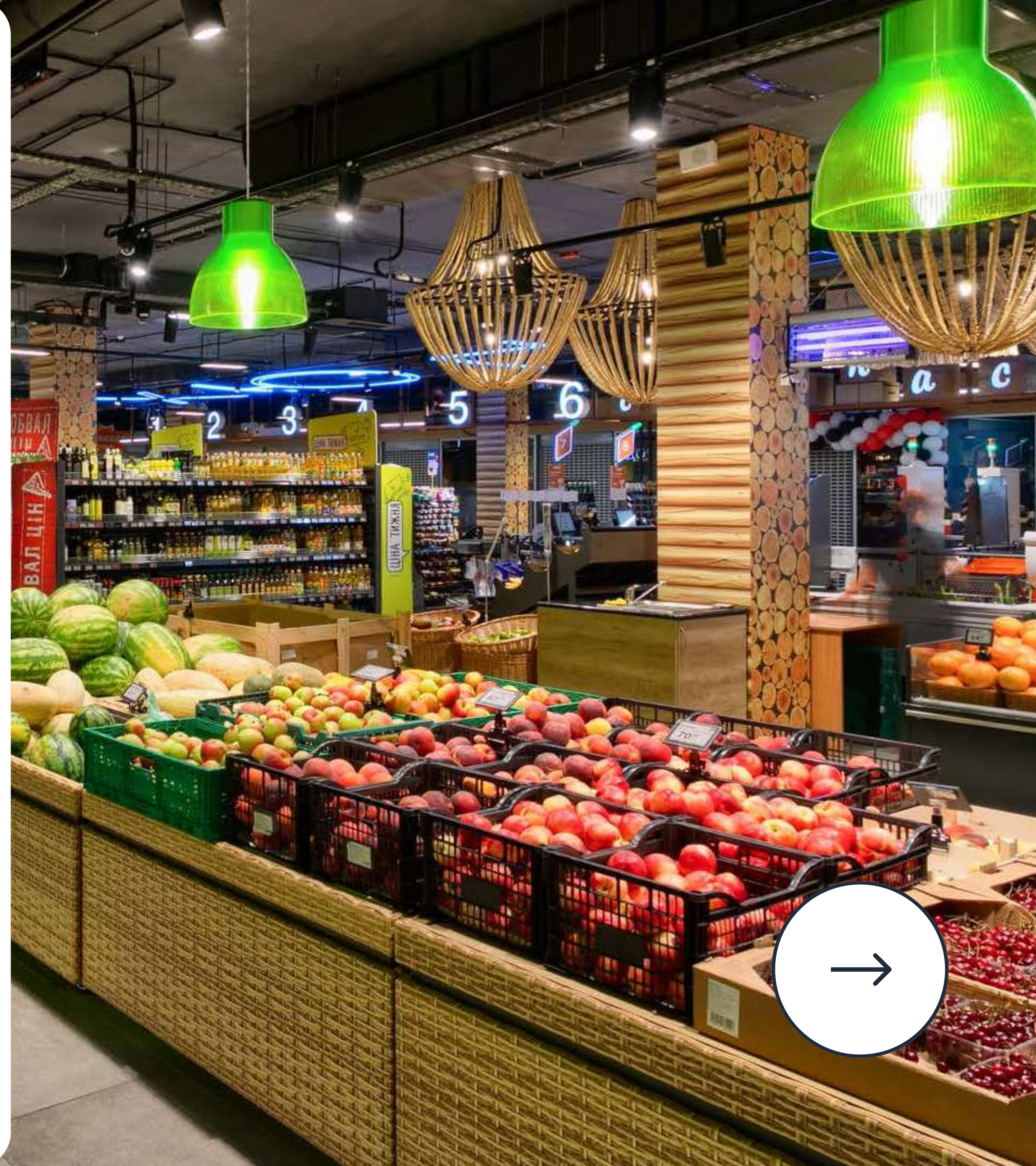
Facts and Figures to Cover the Essentials of the Online Retail Industry

The world of grocery and food/beverage e-commerce is constantly evolving, and it's important to keep up with the changes in order to stay competitive.

The digital space is changing faster than ever and there are sure to be new technologies and trends that will shape the way grocers and F&B retailers conduct their **online operations.**

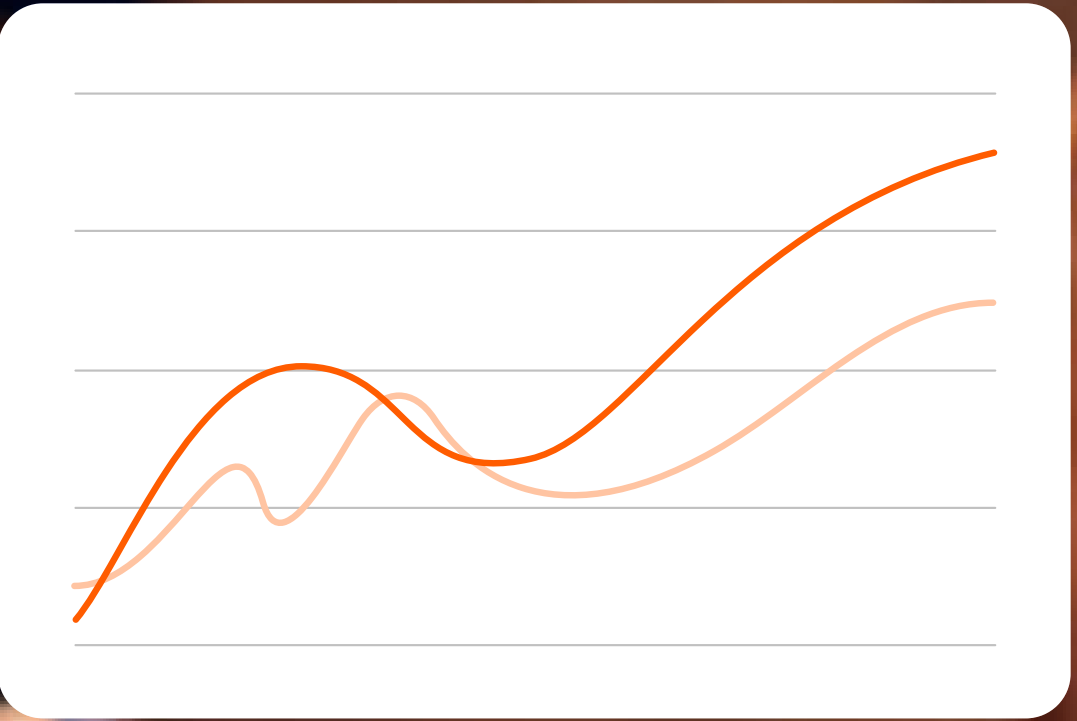
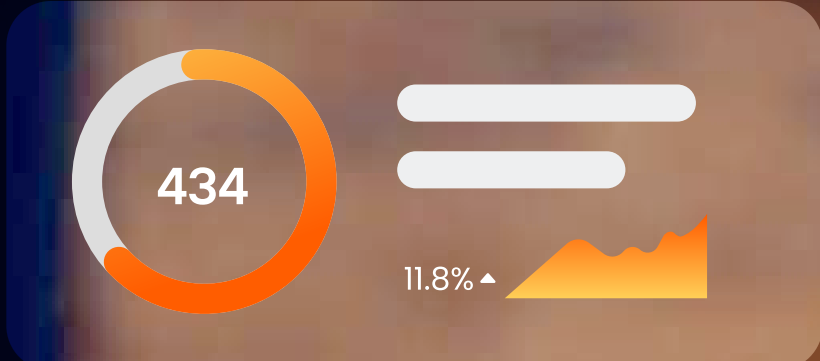
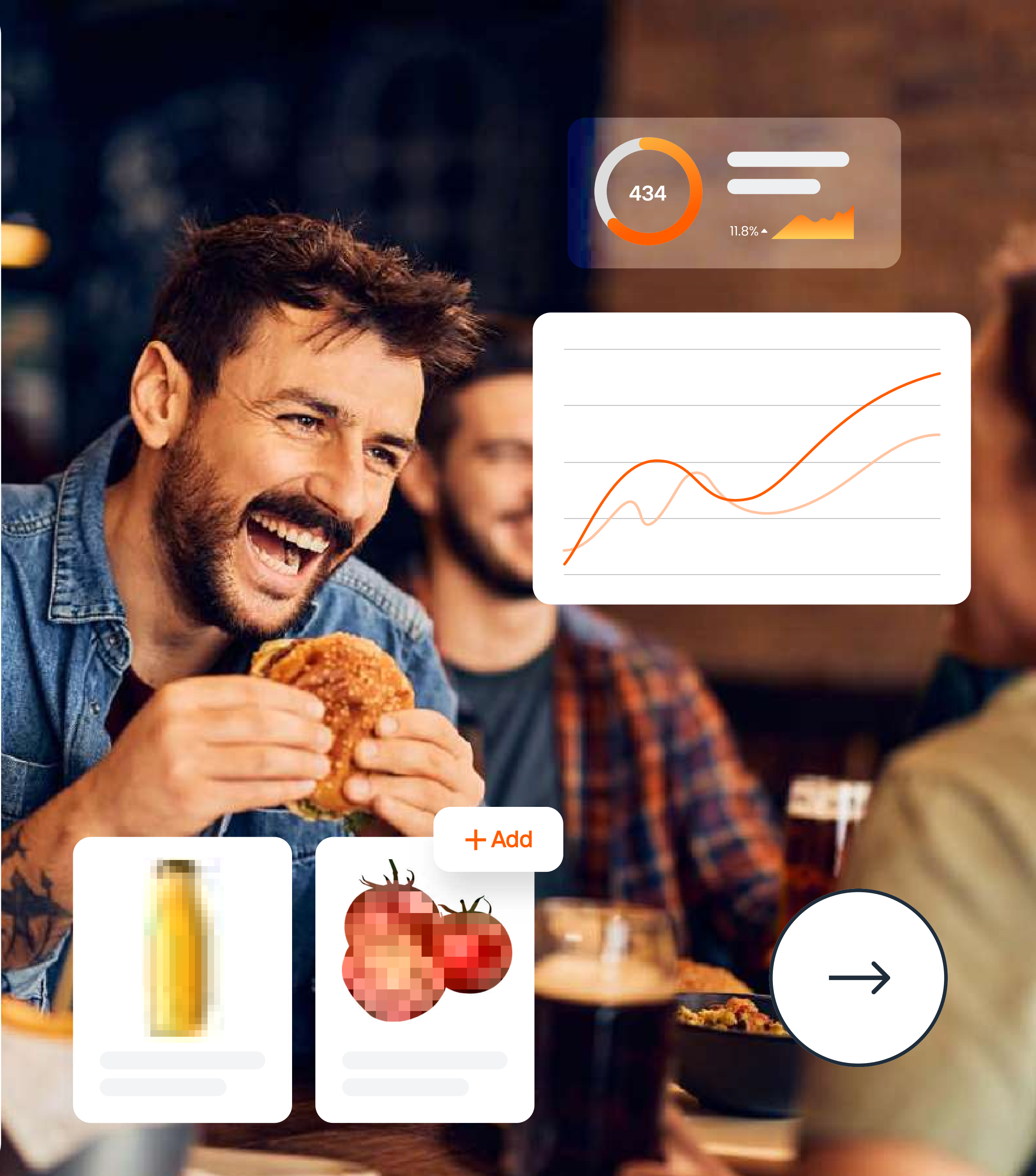


To get a better understanding of the future of the grocery and F&B e-commerce industry, it's necessary to examine industry relevant stats, facts, and trends, as well competitors' experiences in areas such as demography, devices used, customer behavior, and shopping cart abandonment. By looking at that information, it's possible to prepare for the **future of e-commerce and stay competitive.**



Demographics

Global e-commerce sales are expected to reach **\$6 trillion** by 2024, and that includes grocery e-commerce. Merchants continue to follow consumer demand online, flocking to e-commerce in record numbers. Online stores are popping up daily, with an estimated **12–24 million** e-commerce sites across the globe.



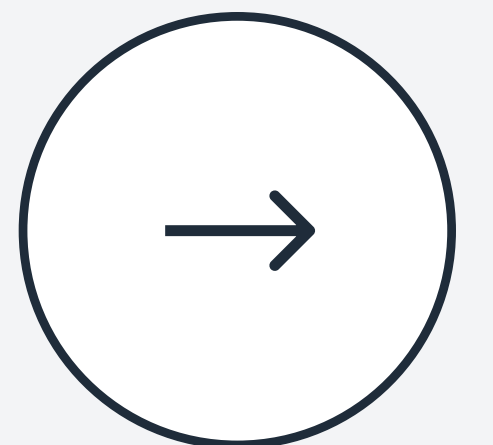
A shopping cart interface at the bottom center. It shows two items in white cards: a tall glass of beer and two red tomatoes. To the right of the tomatoes is a white button with an orange plus sign and the text '+ Add'. Below each item card are two horizontal grey bars representing text.

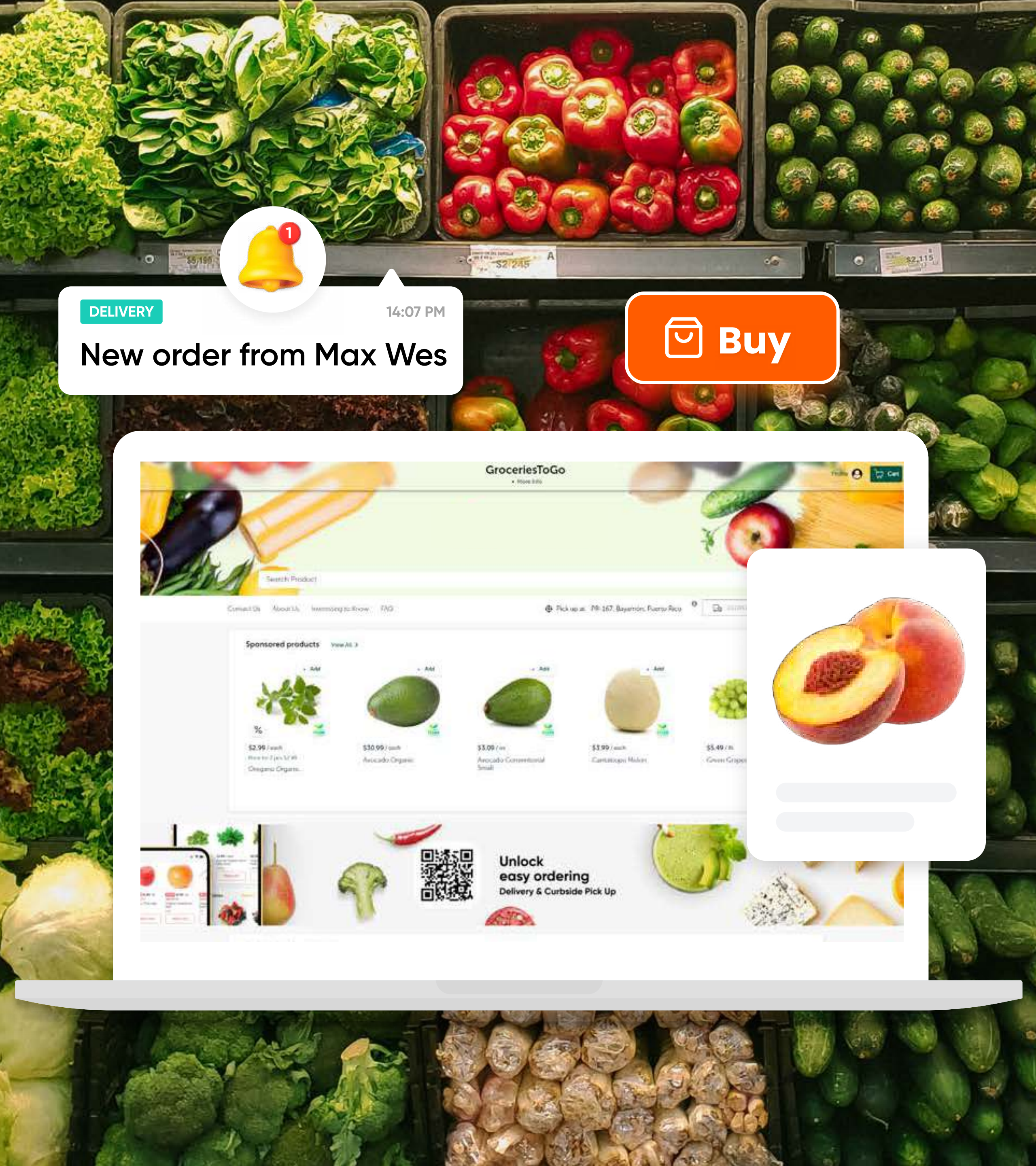


Focusing on grocery and F&B ecommerce specifically, that market is also poised to grow.

Online grocery sales will increase by a **12% annual rate** over five years according to a recent report from "Brick Meets Click"

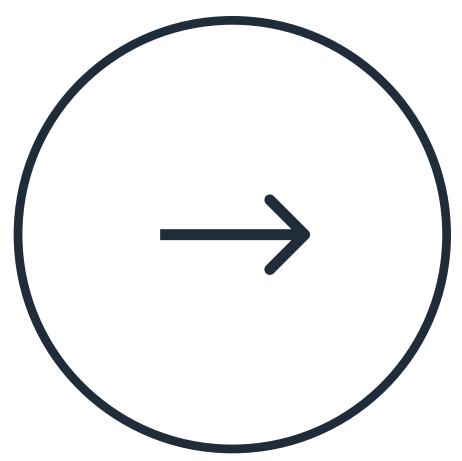
Furthermore, reports indicate that over **20% of all US grocery sales** will be digital by 2026. For businesses in the grocery and F&B market, having an online presence is going to become even more important in the coming years.





Payment Methods

In the e-commerce world, there are a vast array of payment methods accepted and used. However, cultural centricity can blind us to the differences in purchasing habits from those in other states, countries, industries, and more. Without carefully considering the data, companies may default to whatever payment methods have been working domestically



 Credit Card Pay icon Apple Pay icon

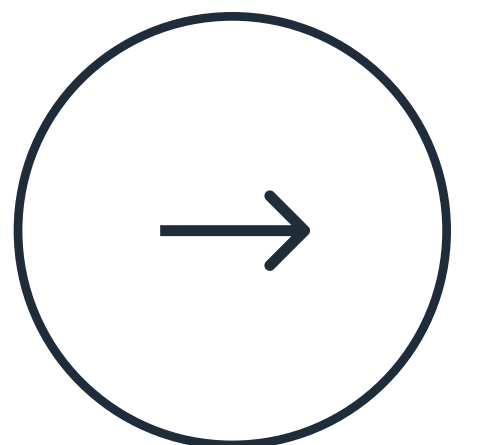
However, modern e-commerce consumers want variety and flexibility. According to Kinsta.com's report, **57% of all transactions** are executed by credit cards. In other cases, online shoppers prefer to use digital payment systems such as PayPal and Stripe.

E-commerce shoppers predominantly use credit cards, but there is enough variety that retailers need to be flexible in their payment options.

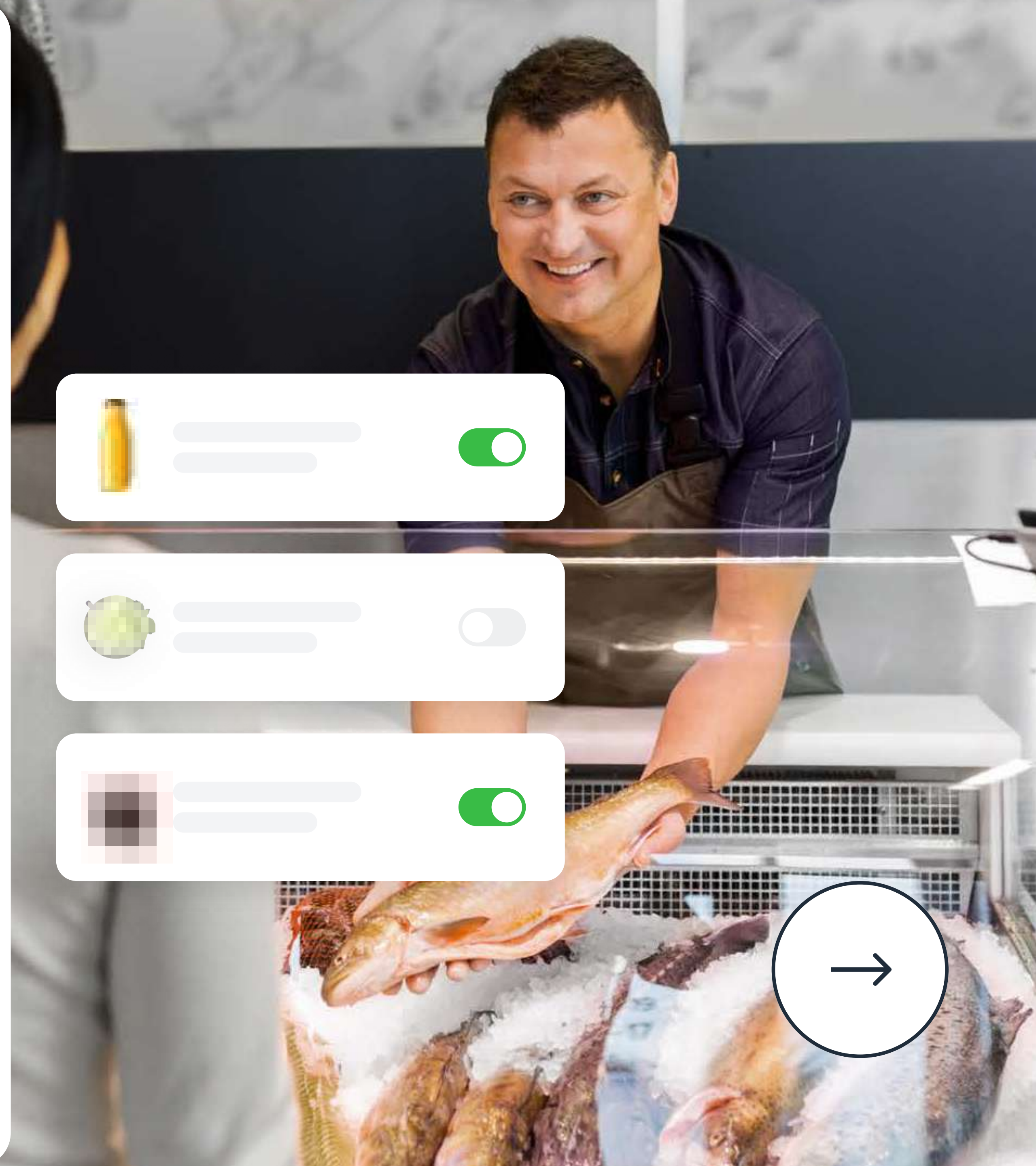


Traffic Sources and Conversion Rate

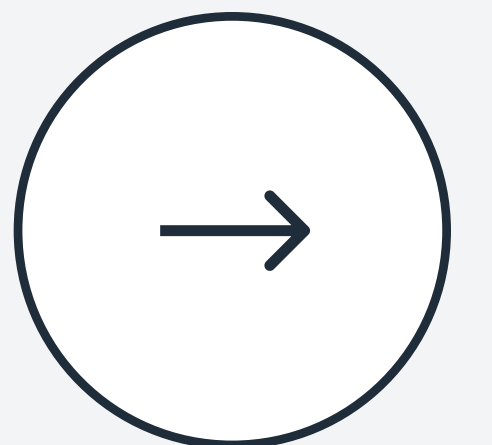
In e-commerce, traffic sources and conversion rates are the name of the game. **85% of customers** reported that they had conducted online research before making a purchase. That's why it's essential to keep SEO in mind, as **43% of e-commerce traffic** comes from organic Google searches.



Besides traffic sources, you should also consider the conversion rate—the percentage of visitors to your website that completed the desired goal—as one of the most important metrics in tracking your online business.

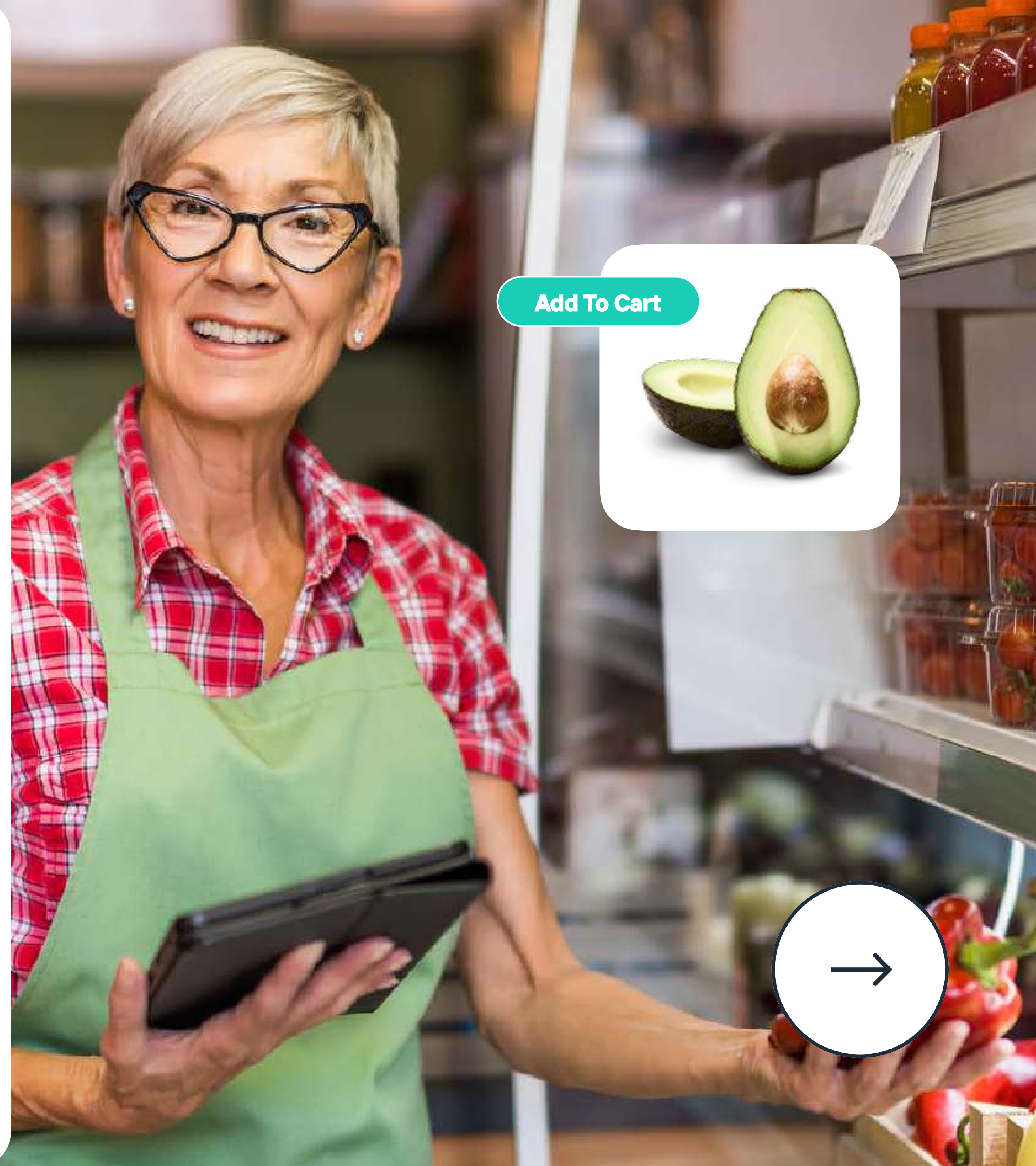


Quality visuals, website loading speed, and ease of payments are factors playing a large role in increasing business conversion rates. According to the intelligent shopping experience guide, **57% of customers** will leave your website if they have to **wait 3 seconds or longer** for a page to load when on your website, and **60% of them** will leave the website if they can't find what they were looking for in the first place.



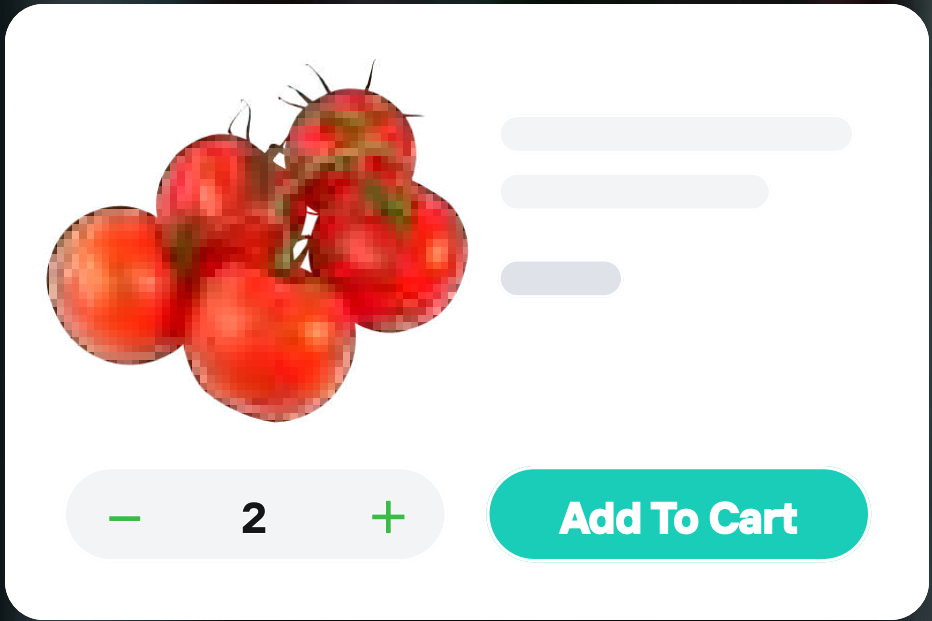
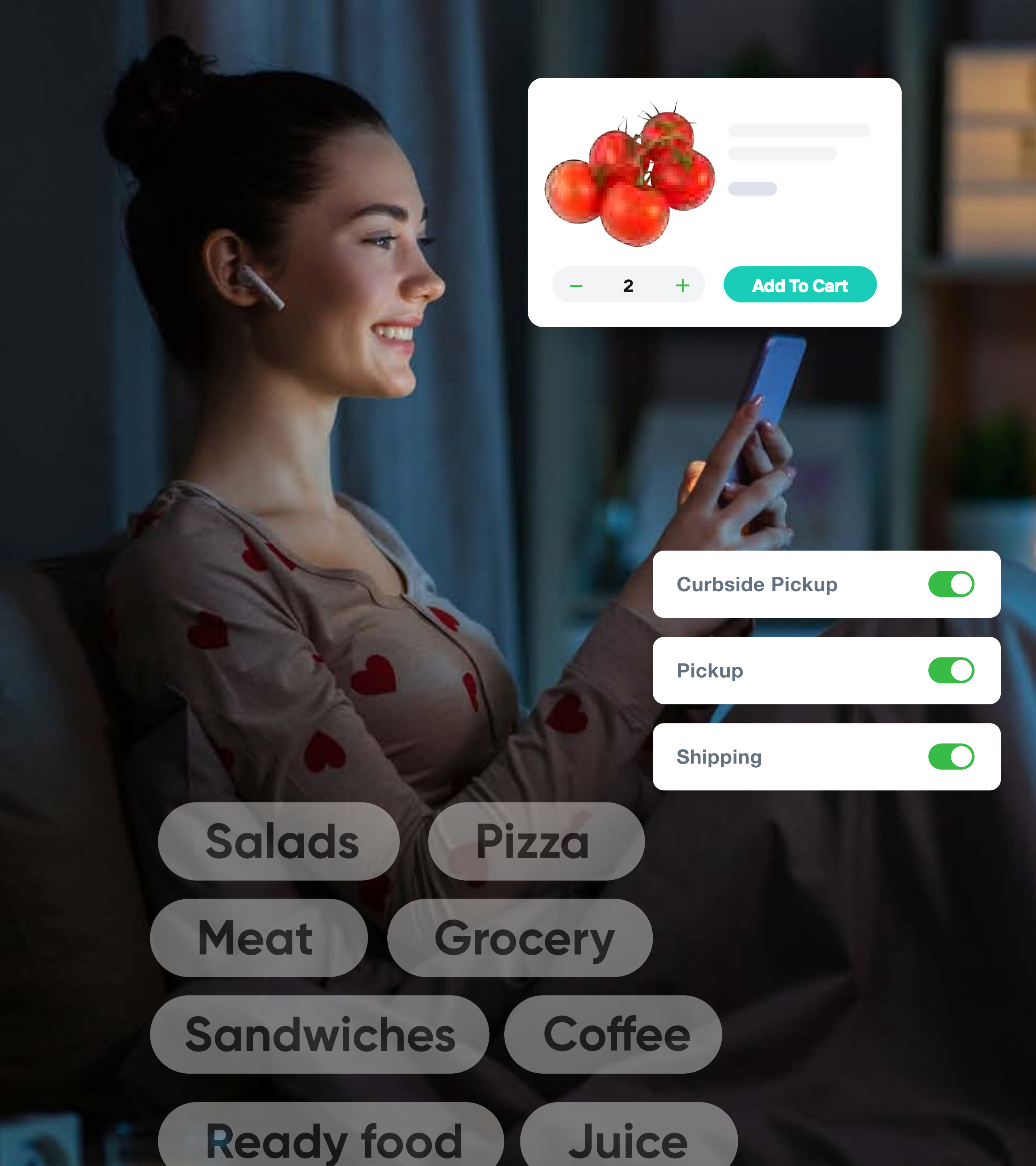
User Experience

64% of shoppers find customer experience more important than price when shopping online. This includes such factors as customer service, user experience, pricing strategies, shipping, and logistics. eCommercegiude.com states that **\$62 billion** is lost annually by US companies due to poor customer service.



Add To Cart





Product card showing a cluster of red tomatoes. Below the image is a quantity selector with a minus sign, the number '2', and a plus sign. To the right is a green 'Add To Cart' button.

Curbside Pickup

Pickup

Shipping

Salads

Pizza

Meat

Grocery

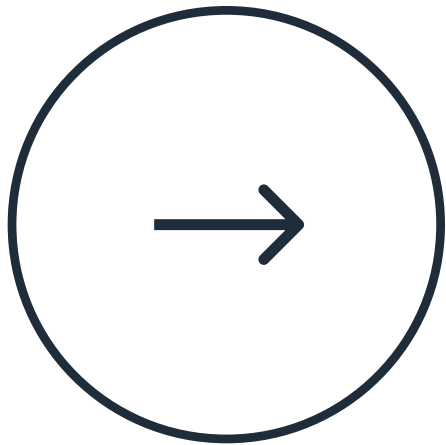
Sandwiches

Coffee

Ready food

Juice

According to a study conducted recently, **43% of online shoppers** make purchases when in bed, **23% in the office**, and **20% from the bathroom or while in the car**. The mobile online grocery shopping experience is more important now than ever, and retailers should ensure their mobile app(s) provide an engaging and satisfying experience for shoppers.



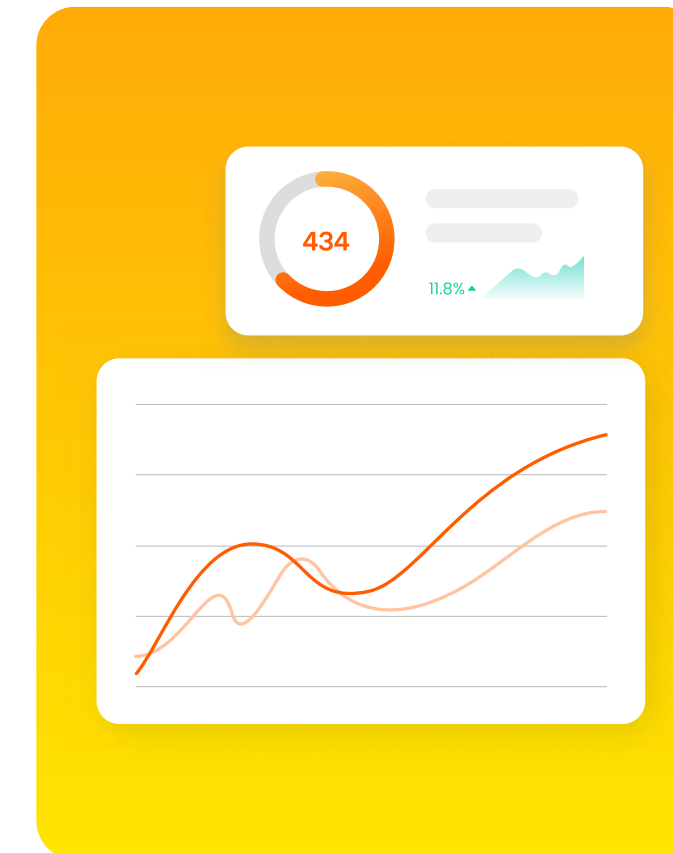
Stay Ahead of the Curve

Here are some ways that you can stay ahead of the ever-changing grocery/F&B e-commerce landscape:



Take advantage of new technologies.

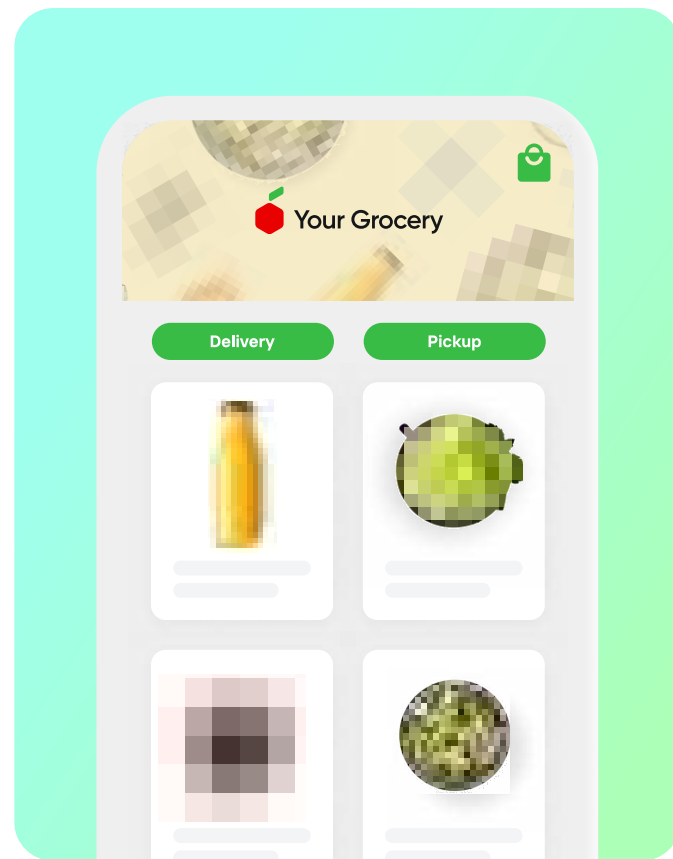
The use of artificial intelligence (AI) and machine learning can help businesses analyze and use customer data, allowing them to create personalized experiences and more effective marketing campaigns. AI-powered chatbots can also improve customer service by providing quick, accurate responses to inquiries.



Analyze your competitors' strategies.

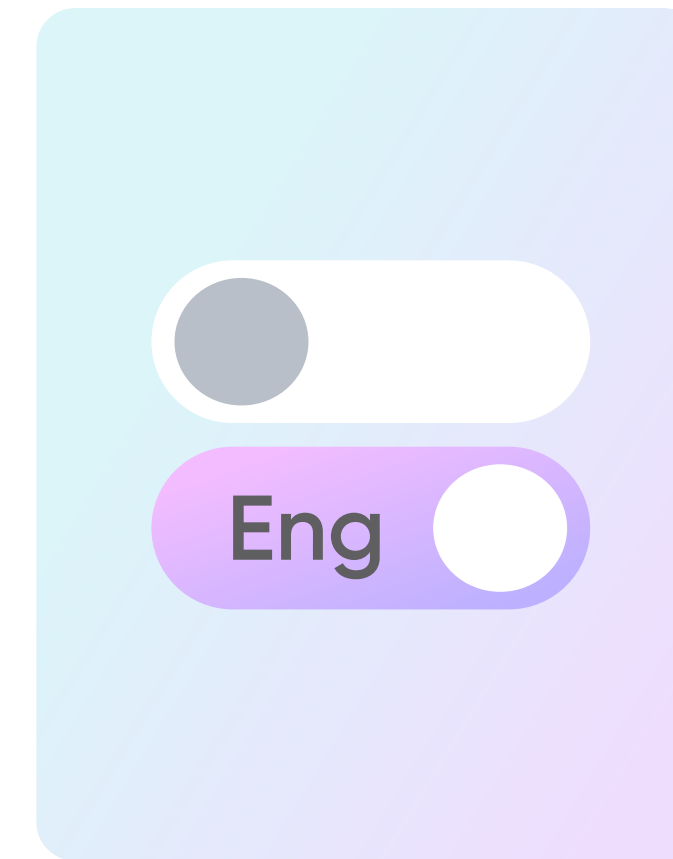
Keep an eye on what other grocers are doing and how they're adapting to changes in the market. This can help you develop better strategies for your own online store or make adjustments to your existing approach. You can learn from their missteps too, so pay attention to how and what your competitors are doing.





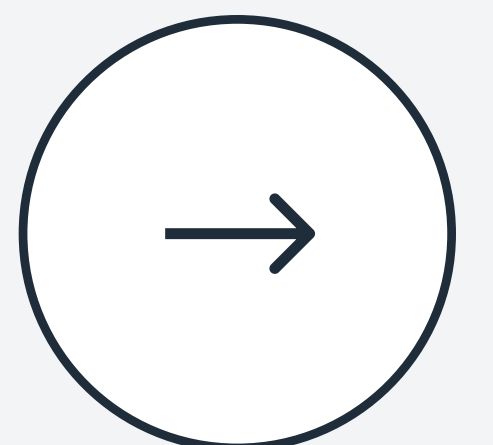
Optimize for mobile.

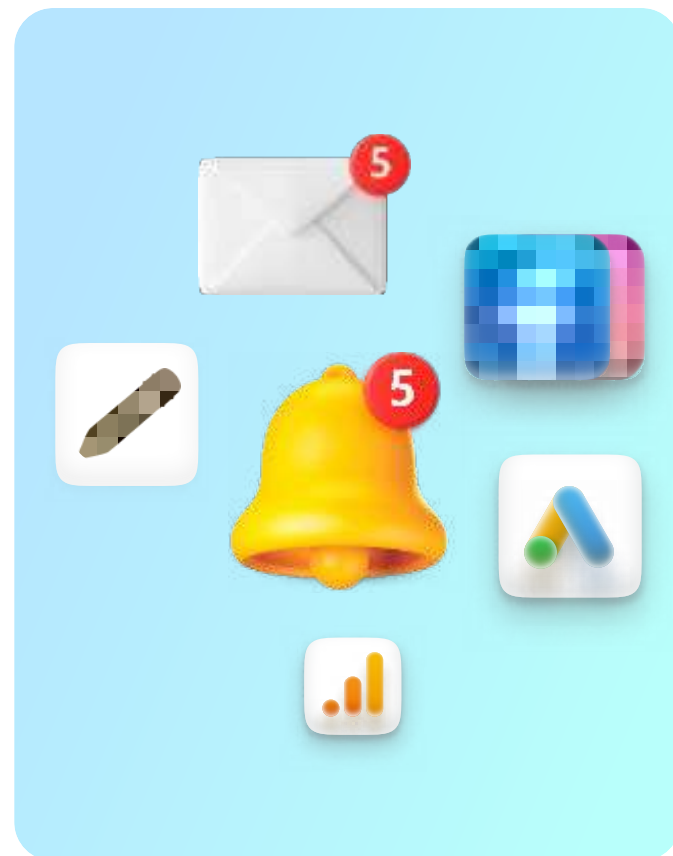
With more people using their phones to shop for food and beverages online, it's important to ensure that your website is optimized for mobile devices with a responsive design and fast loading times. Additionally, you should take advantage of push notifications and app-exclusive discounts to encourage shoppers to make purchases directly from their phones.



Localize.

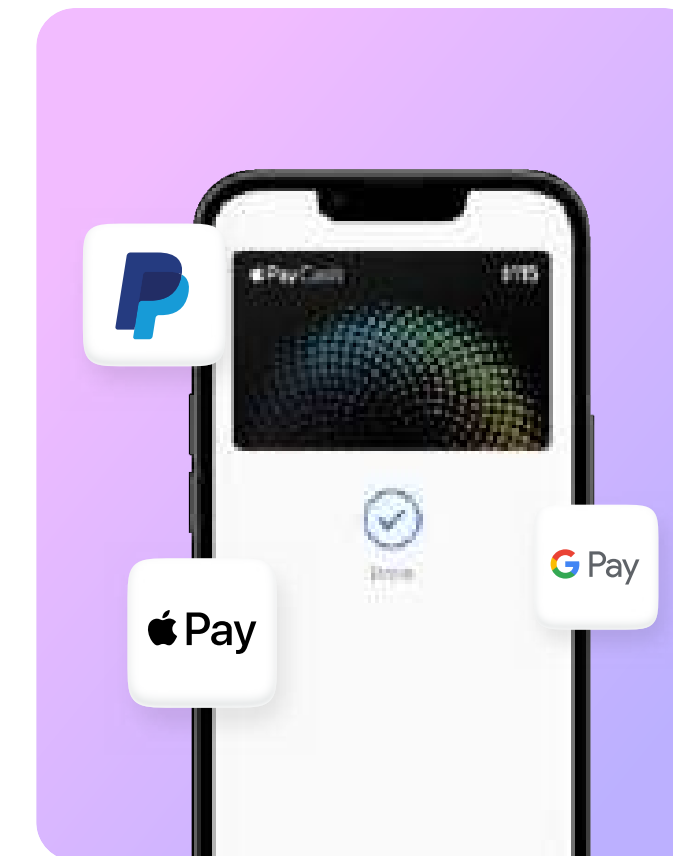
More and more people are shopping online from global markets, so it's important to localize your website for different languages and currencies. This will help you better connect with customers in other countries and make it easier for them to purchase goods from your store.





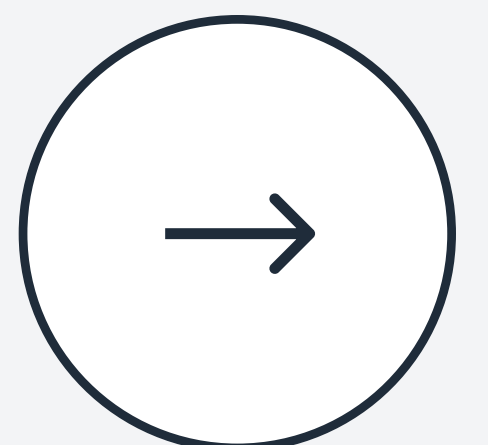
Invest in quality content.

Quality content is essential for engaging customers and ensuring their loyalty to your brand. Focus on providing helpful, informative content that educates customers about your products and services.



Offer a variety of payment methods.

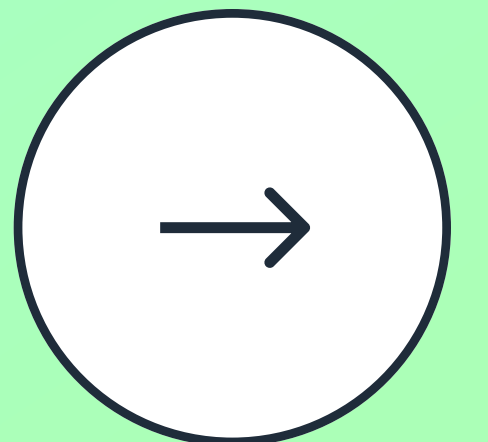
Modern e-commerce shoppers want the choice to pay how they want, so businesses should offer customers a variety of payment methods to choose from. This includes credit cards, debit cards, PayPal, Apple Pay, and more.



E-Commerce Success

It's important not to overlook anything when it comes to your grocery and F&B e-commerce business. By understanding your online shoppers' behavior, needs, and preferences, you can build and develop a strong e-commerce business, become more competitive in the grocery and F&B market, boost sales, and involve new customers.

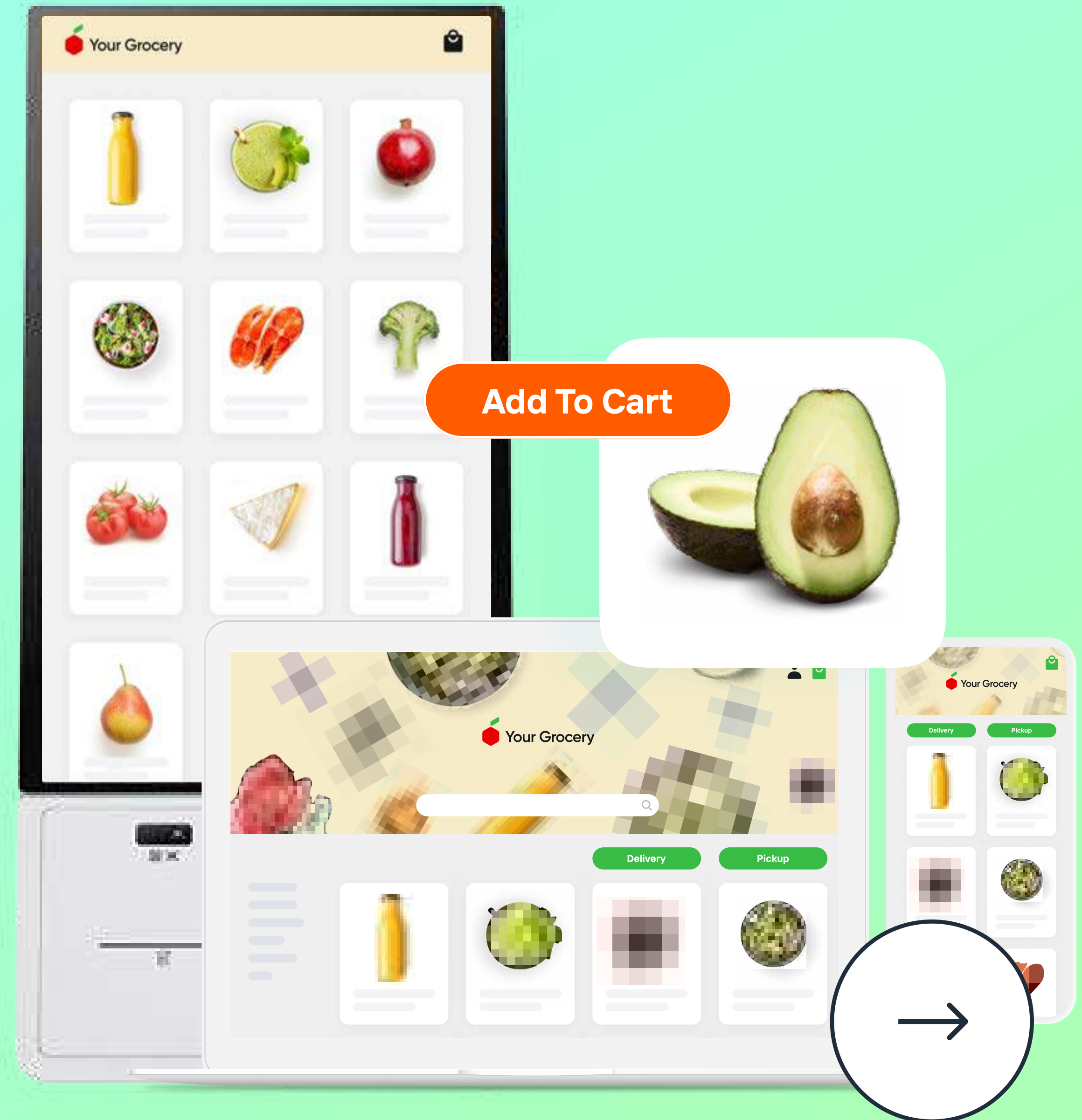
We've introduced a shortlist of the basic essentials for grocery and F&B e-commerce businesses that can serve as a guide to navigating the online retail space.



Every grocer should have the opportunity to participate in the online shopping revolution. We want to give businesses the possibility to own all the processes.

★ You won't need an IT team of 20 people to develop your online store.

★ Nor will you need a huge team to manage your online shop further. Going digital is not that hard, we promise.





Ready to transform your
food retail business?

Start with
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