

A photograph of a grocery store's produce section. In the foreground, several cardboard boxes are filled with red and yellow apples. Behind them, glass bins are filled with green pears, orange peaches, and other fruits. The background is slightly blurred, showing more produce and store shelving.

The shape of retail: **The UK Grocery Market: Five Key Trends to 2025**

July 2021

Interactive

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Summary of Trends

Five key trends to 2025 for the UK grocery market



Trend 1

Convenience: From office blocks to chimney pots



Trend 2

Online: A permanent part of the mix



Trend 3

On-Demand Delivery: Rapid rise but consolidation on the cards



Trend 4

Discounting: Price wars to intensify



Trend 5

Sustainability: Increasing focus on going green



SECTION 1

Introduction

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This report identifies five key trends that will shape the UK's grocery sector over the next five years.

Section 1

Introduction

The Covid-19 crisis has clearly disrupted everyday life. Its impact has forced many consumers to explore new customer journeys in how and where they shop for food and groceries. Furthermore, the closure of hospitality during lockdowns led to a significant shift in spend towards the grocery sector with UK households consuming an additional seven billion meals at home in 2020¹.

Retail Economics estimates that the impact of this behavioural change led to an extra £3.8bn spent on groceries during the pandemic (March 2020 – March 2021), an increase of £318 per month compared with pre-pandemic norms. However, these figures fail to tell the whole story for the sector. Consumer concerns about their health and personal finances led to significant shifts in where they shopped, what they bought, and how much they spent.

Shoppers from all demographics have looked to the online channel to secure provisions, especially for the 50+ age groups, ushering in a new landscape for grocery that is ripe for growth and innovation.

As Covid-19 restrictions are currently being relaxed and society reverts to more 'normal times' (correct at time of writing), retailers have an opportunity to reflect, assess and gauge the impact of the pandemic, and hone their strategies in dealing with future scenarios. This might involve improving the robustness and sustainability of supply chains, realigning store portfolios to address consumer behaviour changes or finding new ways to connect with customers through investment in digital services.

This report identifies **five key trends that will shape the UK's grocery sector over the next five years:**

1. **Convenience:** From office blocks to chimney pots
2. **Online:** A permanent part of the mix
3. **On-Demand Delivery:** Rapid rise but consolidation on the cards
4. **Discounting:** Price wars to intensify
5. **Sustainability:** Increasing focus on going green

¹ Kantar Worldpanel



TREND 1

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Convenience: From office blocks to chimney pots

Trend 1

Convenience: from office blocks to chimney pots

The Covid-19 crisis has created unique challenges for convenience retailing. Increased homeworking has seen drastic reductions in city centre footfall, resulting in fewer 'on the go' shopping trips.

Convenience stores in residential areas however saw their sales spike, as shoppers stayed local. Lockdowns functioned as a stark reminder for consumers that the ability to shop close to home is crucial; and that convenience stores in towns and neighbourhoods can be a lifeline at times.

Retail Economics research shows that overall convenience sales reached £33.6bn in 2020, up 4.5% year-on-year, with local shopping and hospitality closures offsetting the impact of remote working.

However, with easing restrictions, the outlook for convenience sales from 2021 onwards is more uncertain with much resting on the level of permanency in home working.

Shift to hybrid working

Convenience stores experienced robust growth in the decade leading up to the pandemic as

shoppers incorporated frequent 'on the go' shopping trips as part of a commute. However, long-term changes in working patterns (hybrid home-to-office, potential shorter working weeks) are likely to reverse this trend.

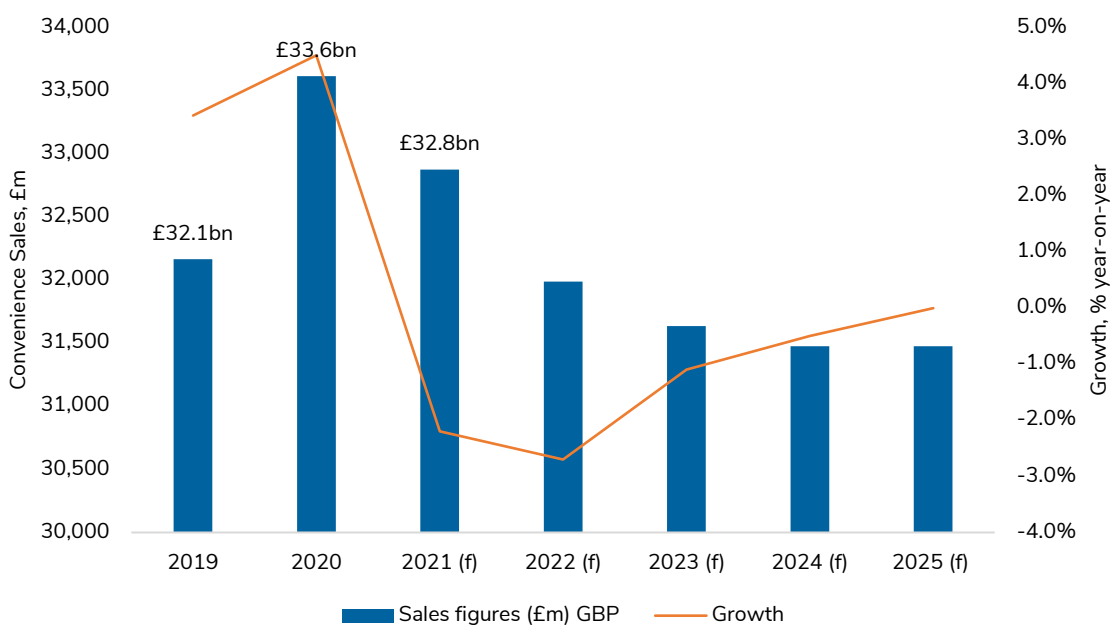
Covid-19 impacts will cause significant structural change in the labour market. In 2019, 27% of the workforce operated from home during the year on average (ONS). In 2020, this figure jumped to 37%.

The level of permanency in home working is debatable, albeit numerous surveys have shown a preference for maintaining flexible policies that incorporate home working – even in a post-Covid world.

85% of UK adults working from home want a hybrid approach going forward. Over a third (36%) would like to spend the majority or all of their time homeworking.

It is unlikely that 'old commuting habits' will return, with a significant proportion of those able to work from home operating remotely for at least part of the week.

Figure 1 – Convenience sales under pressure from shift to hybrid working

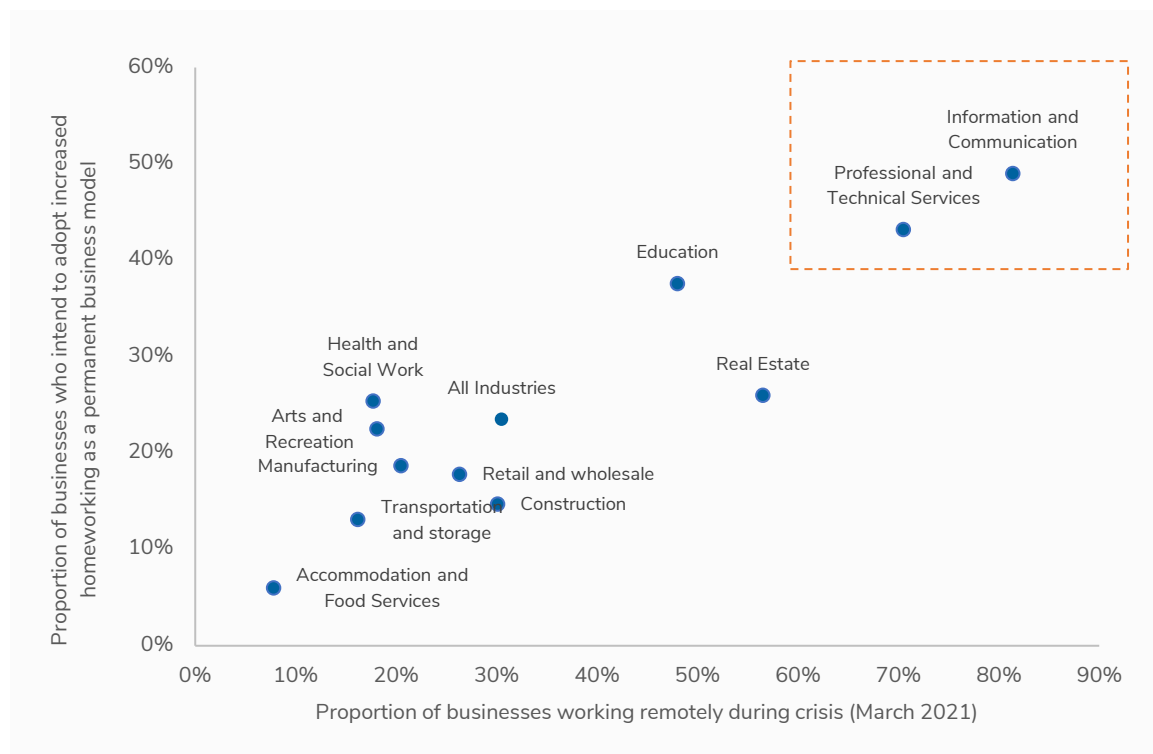


Source: Retail Economics

Notably, consumers most able to work remotely are typically higher earners operating in industries such as IT, communication and professional services (Fig 2). These groups demonstrate a greater propensity to pay premium prices for convenience shopping. With fewer commuters in these groups, urban convenience stores serving office workers will likely

come under pressure. On this basis, Retail Economics does not expect to see growth in convenience stores sales over the forecast period to 2025, with sales struggling to reach pre-pandemic levels (Fig 1).

Figure 2 – Homeworking by industry: positive relationship between current remote working practices and future homeworking intentions



Source: ONS

Changing convenience strategies

With home working set to remain, we expect companies to reposition their convenience store portfolios, pivoting towards local high streets and underserved areas where people live, rather than city centre hubs where they commute to.

Iceland Foods and Poundland have both launched new convenience store formats this year, prioritising neighbourhood locations in Yorkshire and the North East. Likewise, Marks & Spencer are targeting more than 150 UK locations as part of a major push to expand its smaller format food stores in local areas beyond major cities.

Many retailers may ultimately find themselves vulnerable to unprofitable smaller-format stores that previously relied on high levels of commuter footfall. For example, Booths is closing its Media City store in Manchester due to “significant losses”.

The upmarket grocer said the store had been impacted by the shift to home working, which led to a significant reduction in footfall and sales.

On-the-go businesses are grappling with similar challenges which has seen store strategies shift away from urban areas. For instance, Pret a Manger are trialling shop-in-shops in Tesco as it looks to reach a wider customer base away from city centres.

Research from Barclaycard found that almost two thirds of British consumers have been shopping locally in the last 12 months, with 91% suggesting they would continue shopping locally to support smaller and independent retailers even after Covid restrictions end. **More than ever, a strategic focus on 'local' is paramount for food retailers striving for success.**

TREND 2

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Online: A permanent part of the mix

Trend 2

Online: a permanent part of the mix

Clearly, one of the most significant consumer behaviour changes to have emerged from the pandemic is the shift to online.

Despite supermarkets remaining open throughout the crisis, the grocery sector has experienced one of the largest shifts towards online within the retail industry. The proportion of online sales more than doubled compared with the previous year – accounting for 12.6% of total grocery sales in 2020.

A new wave of online shoppers

Retail Economics research found that 11% of consumers purchased online groceries for the first time during the pandemic, having previously only ever bought in-store.

Furthermore, three in five shoppers said they had purchased groceries online more frequently since the outbreak.

A significant proportion of consumers have now been exposed to digital-first customer journeys, either for the first time or more regularly than before. They have overcome the initial barriers of setting up online accounts, entering payment details and overcoming issues of trust.

But for retailers going forward, it is critical to distinguish consumers that have made temporary changes in their shopping behaviour from those that intend to permanently shift their habits online, even after the impact of the pandemic subsides.

Figure 3 offers insight into this question by measuring the relative channel preference of shopping for groceries across each stage of the customer journey, from the awareness of new products and brands, through to the return of items and customer service (broken down by consumer age).

Figure 3 – Grocery channel preference by age at each stage of the customer journey



Source: Retail Economics

The digital divide

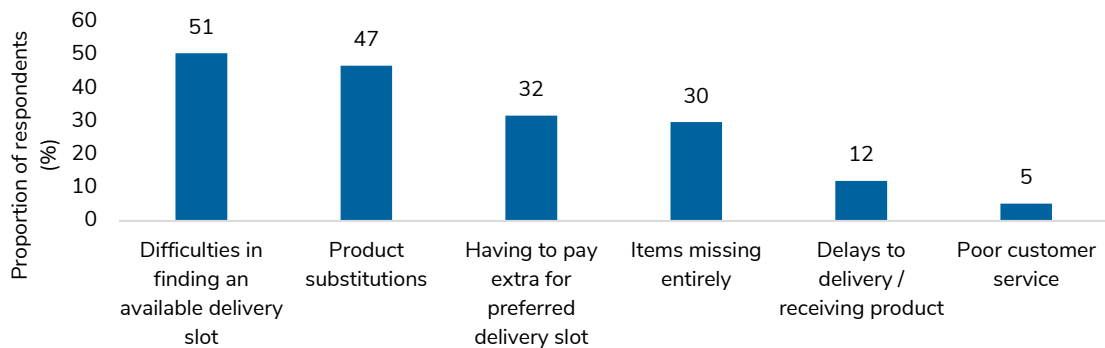
There is a strong correlation by age with older consumers much more likely to prefer the physical experience than younger generations. A sharp channel divide occurs between ‘digital natives’ (those born into digital environments, typically 16-34 years old) and those that are not. Digital natives tend to value the role of online channels more than older consumers at each stage of the customer journey.

Physical-first

At the point of purchase and beyond, most consumers value the physical experience that stores offer, more than the online channel. These stages of the customer journey (purchase, fulfilment, service & returns) typically present more friction and scope for error when shopping online.

Our research found that one in two consumers experienced difficulties in finding an available delivery slot when ordering groceries online over the past twelve months, while 32% of shoppers had to pay extra to get their preferred delivery time.

Figure 4 – Thinking about your experience of online grocery shopping in the last 12 months, which, if any, of the following have you experienced?



Source: Retail Economics

Regarding fulfilment, almost half (47%) of consumers experienced product substitutions with their online grocery deliveries during the pandemic, with 30% having items missing off their order entirely.

Many retailers struggled to cope with the sudden surge in online demand early in the crisis as their websites were tested to breaking point, exceeding fulfilment capacity. The industry has responded well by quickly scaling up online operations and boosting capacity, but **consumers' overall experiences for online grocery shopping during the pandemic are mixed, highlighting the need for improvement from retailers.**



Digital inspiration

Only at the research stage early in the customer journey do grocery shoppers exhibit a clear preference for online versus in-store. Just over half of consumers prefer to do any research for their food shop online, with online channels conducive for price comparisons and product reviews.

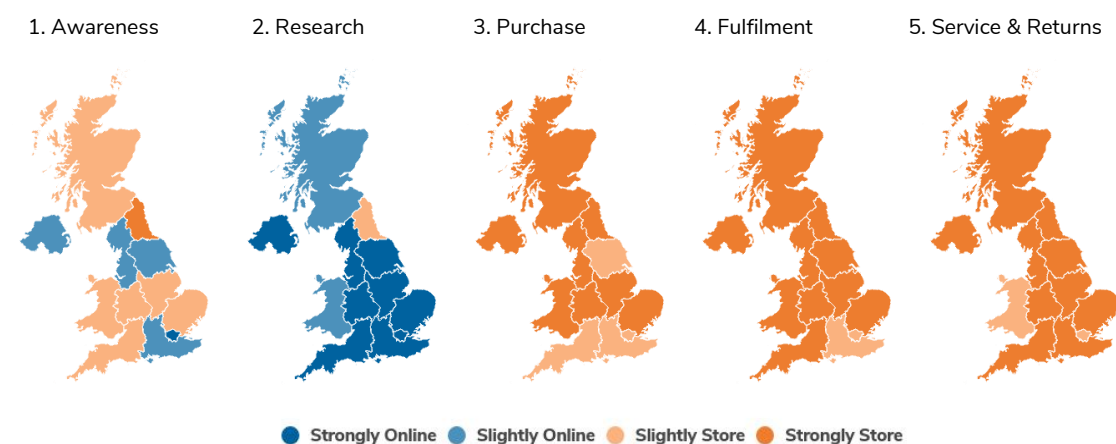
Regional disparities

London (which benefits from greater connectivity and mature online networks) shows the strongest preference for online. In contrast, consumers in the

North East are the greatest advocates for physical grocery shopping, consistently preferring to shop in-store at each stage of the customer journey, even the research stage (see Figure 5).

The North East has the lowest proportion of online grocery shoppers in the UK, with less than one in 10 consumers suggesting they do most of their food shopping online, compared to almost one in five in London. The South East demonstrated no clear preference, with all other UK regions preferring the overall in-store customer journey compared to online.

Figure 5 – London shows the strongest preference towards online, but most regions prefer in-store



Source: Retail Economics

Online Grocery Outlook

Retail Economics forecasts the online penetration rate for food sales to dip to 11.9% in 2021, as just over a quarter of consumers (26%) said they had increased their online grocery shopping only temporarily.

Among those that tried online grocery shopping for the first time during the pandemic, 40% said they do not expect to continue to do so regularly. This will see some of the heightened online spend from 2020 revert to spending in-store as the pandemic recedes.

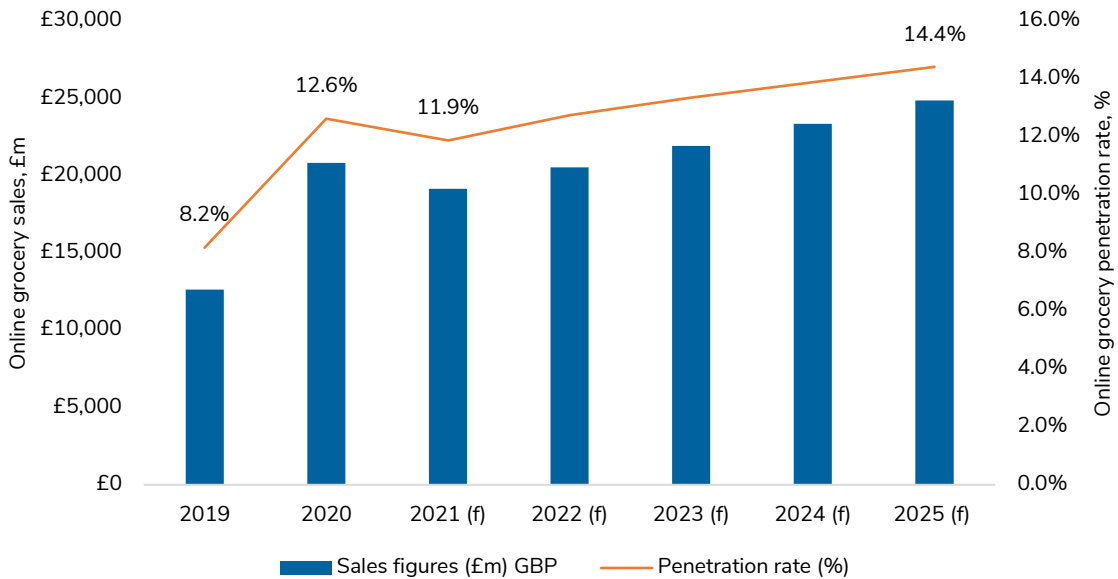
Data from Kantar also supports this notion, with the volume of physical shopping trips quickly rebounding as restrictions are eased. Rising levels of confidence amongst consumers, particularly older shoppers and those that are fully vaccinated, is driving a recovery in supermarket footfall while also contributing to a slowdown in online sales growth.

However, **some of the online uplift in 2020 from changes in shopping behaviour will stick. A third of consumers intend to permanently increase the frequency that they shop for groceries online.**

An important condition for shoppers' behavioural 'stickiness' when spending online is the level of convenience home shopping provides as restrictions ease. More time spent working from home will significantly increase opportunities for consumers to receive online deliveries during the day and at a convenient time, supporting further adoption of online shopping.

This will see the online penetration rate for grocery continue to step up to 14.4% in 2025, from 12.6% in 2020, according to Retail Economics forecasts.

Figure 6 – Online food sales to grow from 2022 onwards



Source: Retail Economics

Retailers invest in online

Retailers are heavily investing online with sustained future growth in mind. As such, the industry is undergoing vast changes as retailers focus on increasing online capacity and improving delivery options. For example, Morrisons has grown its online capacity fivefold on last year, demonstrating the scale of change players are making to service customers across channels. Even established online rivals are shoring up capacity. Ocado intends to open a further two customer fulfilment centres over the course of the next year, in addition to 12 micro sites (primarily in London) to support the roll out of Ocado’s rapid Zoom delivery service.

“Some of the online uplift in 2020 from changes in shopping behaviour will stick. A third of consumers intend to permanently increase the frequency that they shop for groceries online.”



Post-Covid Shopper Cohorts

Based on consumers' channel preferences during the crisis and their long-term shopping intentions, our research identifies five types of British grocery shoppers to emerge from the pandemic:

1. Store Loyalists (27%) - Never shopped online for groceries, strong loyalty to store.

More than one in four consumers have never shopped online for groceries, neither pre-pandemic nor since the outbreak. Half of this cohort said they were not even willing to try online grocery shopping, demonstrating a clear preference for physical food stores. Store loyalists are typically over the age of 55, many of whom feel that the in-store experience offers something that online cannot replicate.

2. Store Reverters (22%) - Tried shopping online but prefer in-store

This group of consumers have shopped online for groceries during the pandemic, some for the very first time, but they prefer in-store and will 'revert' to primarily shopping at supermarkets for their groceries. These consumers, typically older, are likely to have had negative experiences shopping online for groceries and while they may not be completely averse to giving it another go, they do not intend to do so on a regular basis.

3. Multichannel Mixers (25%) – Open to online, but still mostly shop in-store

A quarter of consumers are multichannel shoppers, flexible about how and where they shop for food. They sometimes shop online for groceries but prefer to do most of their grocery spending at a store. This group is typically made up of young adults.

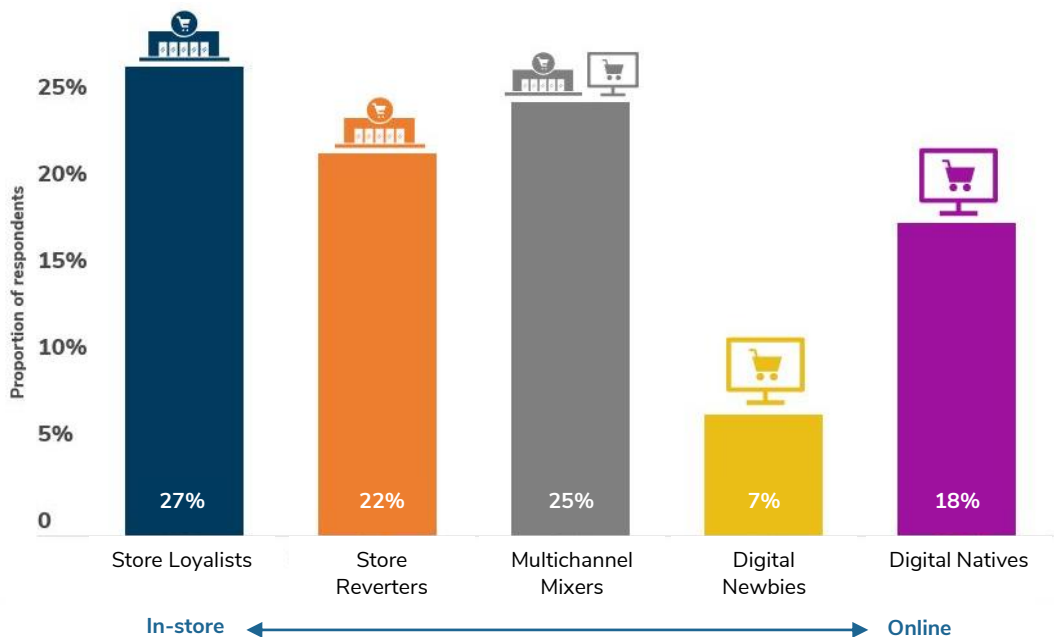
4. Digital Newbies (7%) - New to online groceries, prefer it to store

These consumers are new to online grocery shopping and generally prefer it to in-store. There has been a permanent change in their shopping behaviour as they intend to continue shopping online on a regular basis, even after the impact of the pandemic recedes. Shoppers in this cohort are likely to be under the age of 45.

5. Digital Natives (18%) - Majority of grocery spending online before and after pandemic

Just under one in five consumers have shopped online frequently for groceries for more than 12 months. Most of their grocery shopping was done online even before the pandemic and this is expected to continue. This cohort is evenly distributed across age groups, a mix of young tech savvy consumers, and elderly shoppers who benefit from shopping online, perhaps due to difficulties in making physical shopping trips because of health or mobility issues.

Figure 7 – Five grocery shopper segments have emerged from the Covid-19 crisis.



TREND 3

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On-Demand Delivery: Rapid rise
but consolidation on the cards

Trend 3

On-Demand Delivery: Rapid rise but consolidation on the cards

Rise of “on-demand” delivery services

The pandemic has not only hugely accelerated the demand for online grocery delivery, it has also boosted demand for immediacy of delivery.

“On-demand” grocery delivery services – offering smaller top-up shops that reach customers within an hour – have exploded over the past 12 months, with major grocers either launching their own rapid delivery services or partnering with intermediaries such as Deliveroo and Uber Eats.

For example, Sainsbury’s operates its own Chop Chop rapid delivery business, as well as services through Deliveroo. Using a combination of its own operations and partnerships, Sainsbury’s has proven nimble in its ability to expand online, with online accounting for 18% of total sales in 2020/21, compared with just 8% in 2019/20.

Rival Tesco is rolling out its own Whoosh delivery service, following a successful pilot in Wolverhampton.

Waitrose terminated its own same-day delivery business in favour of expanding its tie-up with Deliveroo, highlighting the appeal of partnering with existing providers as it allows retailers to quickly scale up these services without sustaining additional costs and risks of developing them in-house.

² Kantar

Fast-delivery start-ups

The next step in the evolution of on-demand grocery services can be found in start-ups such as Weezy and Getir that promise delivery in 15 minutes or less.

The on-demand grocery market has rapidly evolved to the point where the market is becoming crowded. In part, this has been spurred on by a glut of private equity investment, ever-growing customer expectations for fast delivery, and a retail property market that has an abundance of urban dark store locations at low rents.

While these start-ups adopt a similar underlying model (smartphone apps that deliver using riders on scooters or bicycles), they differ in fulfilment methods and product ranges, and seek to fulfil different customer missions.

At present, on-demand grocery remains a marginal part of the UK grocery market, accounting for less than 5% of online grocery shops², mainly concentrated on London. The razor-thin margins of groceries also mean the emphasis is on growth and customer acquisition, rather than profitability.

In the coming years, we expect to see the grocery delivery market undergo consolidation, with the UK’s major grocers themselves likely to acquire the most promising businesses in the on-demand channel as they look to invest in their same-day, same-hour delivery capabilities to secure a competitive advantage.



TREND 4

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Discounting: Price wars to intensify



Trend 4

Discounting: Price wars to intensify

The UK economy shrank by 9.9% in 2020 – the sharpest decline in over 300 years – as the effects of the pandemic and measures to control the spread of the virus decimated economic activity.

Early signs point to an uneven recovery for the economy. There are more than half a million fewer people on payroll compared to pre-pandemic levels, with job losses disproportionately impacting younger workers typically earning lower wages and that are employed in industries hit hard by Covid-19 (e.g. retail and hospitality).

As government support schemes unwind, household finances are likely to come under further pressure heading into 2022. A renewed focus on budgets is expected amid higher unemployment,

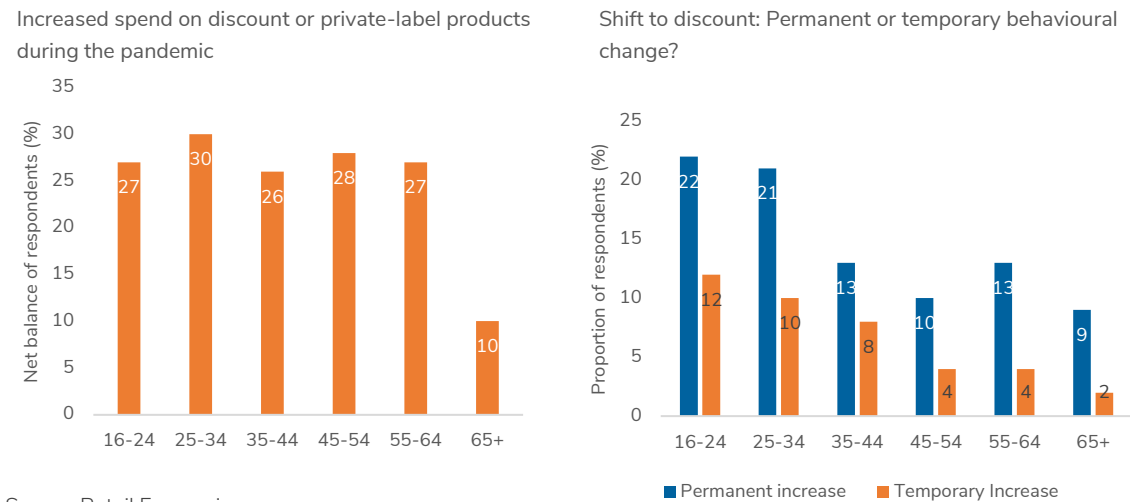
rising inflation, and fears about job security.

Greater price sensitivity

Grocery is an obvious target for consumers looking to economise. Retail Economics research showed that a third of consumers have increased spending on discounted or own-brand products during the crisis – more than three times the proportion of people who said they had cut back.

This trend is most prominent among younger households, with around one in five Gen Z (16-24 years) and Millennial (25-34 years) consumers expecting a permanent shift to discounted or retailer own-brand products.

Figure 8 – Discounters to benefit from consumers trading down on price

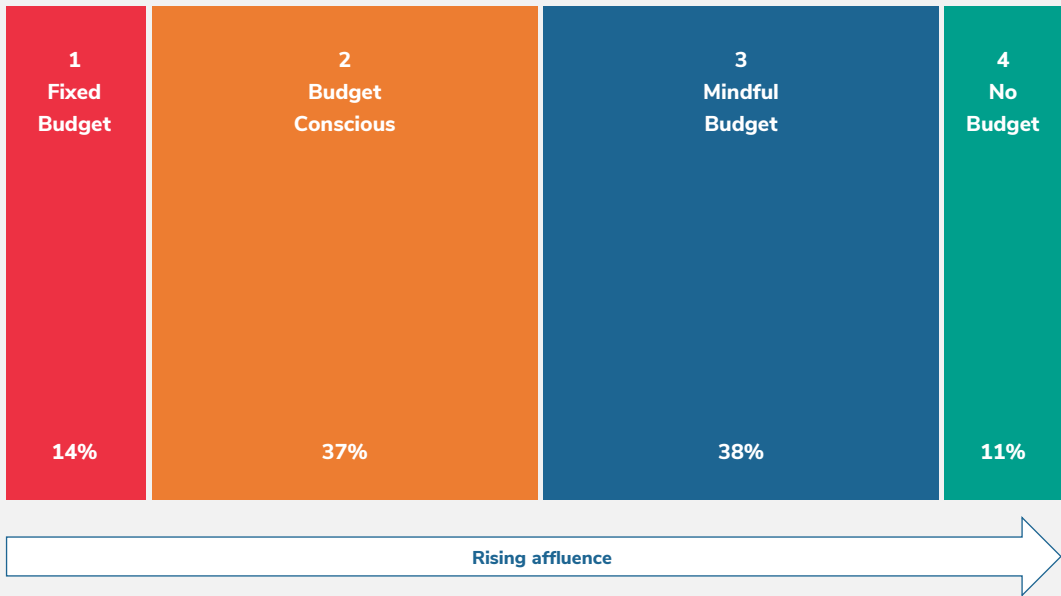


Consumers' budget considerations

Against an uncertain economic backdrop and fears over job security, research from Retail Economics identifies four main groups of grocery shoppers defined by their budget considerations:

- 1. Fixed budget (14%):** These consumers have a weekly budget that they must adhere to. They are disproportionately comprised of young consumers and the least affluent households
- 2. Budget conscious (37%):** These consumers have a weekly budget that they consciously try to keep within. Typically, comprised of younger households with dependent children, they are not very confident about their personal finances and have little savings.
- 3. Mindful budget (38%):** These consumers make up almost two in five grocery shoppers, who do not have a weekly budget, but will keep costs down where possible. They are generally financially secure and typically older.
- 4. No budget (11%):** This group makes up the smallest cohort of shoppers who don't have a weekly budget and purchase what they want. They are disproportionately made up of the most affluent households and older than the average consumer.

Figure 9 – The grocery shopper 'budget considerations' mosaic



Source: Retail Economics

Price wars to intensify

The big four grocers are responding to the threat of discounters by doubling down on price cuts. Tesco and Sainsbury's have both launched price-match schemes in the past year, slashing the costs of hundreds of staple food products to match Aldi. Asda have also pledged £100m towards price cuts, expanding its rollback offers and price lock events.

Price wars are not new of course; the UK grocery market is one of the most competitive globally and price is often the chosen battleground.

Nevertheless, we expect price wars to intensify over the coming years due to the pandemic's impact on the economy and consumer behaviour. Many households have switched to larger and less frequent shopper missions, shying away from regular top-up shopping, while simultaneously they are shopping more online, which is a less profitable for retailers. This creates both opportunities and challenges for grocery retailers as they look to capitalise on the return of the 'big weekly shop' and get shoppers back into stores.

Price a way to drive loyalty

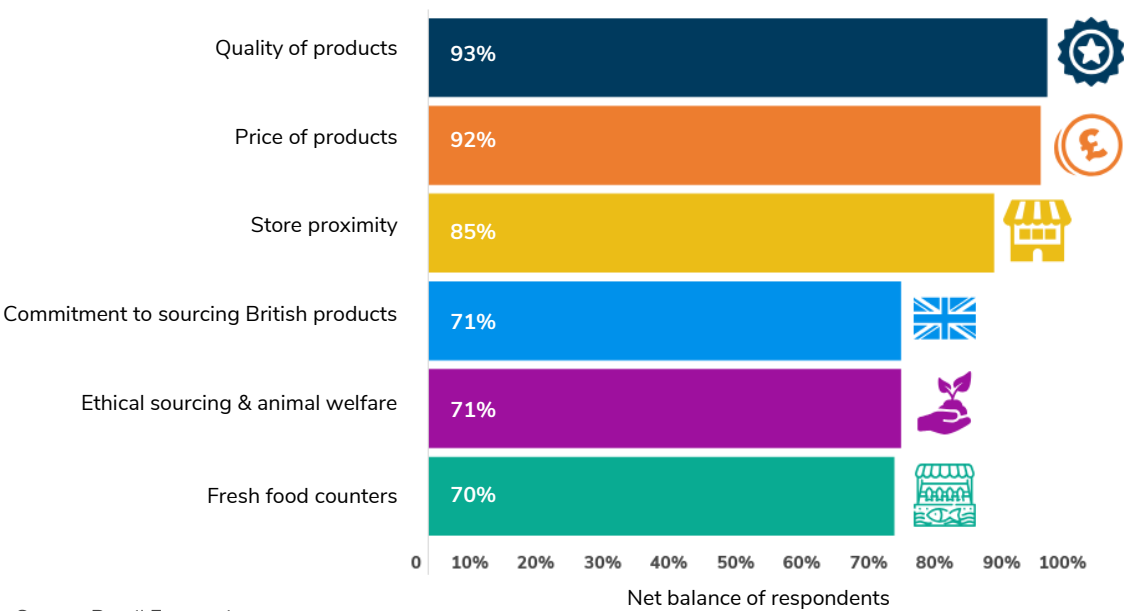
Grocery retailers consider price to be an increasingly important differentiator in a post-pandemic environment as they look to woo shoppers back to their stores or onto their websites.

Customer loyalty remains the primary goal. Many grocers are revamping or launching loyalty schemes to ensure frequent shoppers get the best prices.

Tesco, for example, has stepped up the exclusive deals it offers Clubcard customers, with savings of up to 50% on certain products. Lidl launched its first loyalty programme in Autumn 2020 offering personalised promotions via an app.

For consumers, perception of value stretches beyond price. Retail Economics research shows that quality of products was the most important factor to shoppers when choosing a supermarket, with price coming in at a close second. Striking the right balance between quality and price is therefore key to winning the hearts and minds of UK shoppers.

Figure 10 – How important are the following factors when it comes to your choice of supermarket?





TREND 5

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Sustainability: Increasing focus on going green

Trend 5

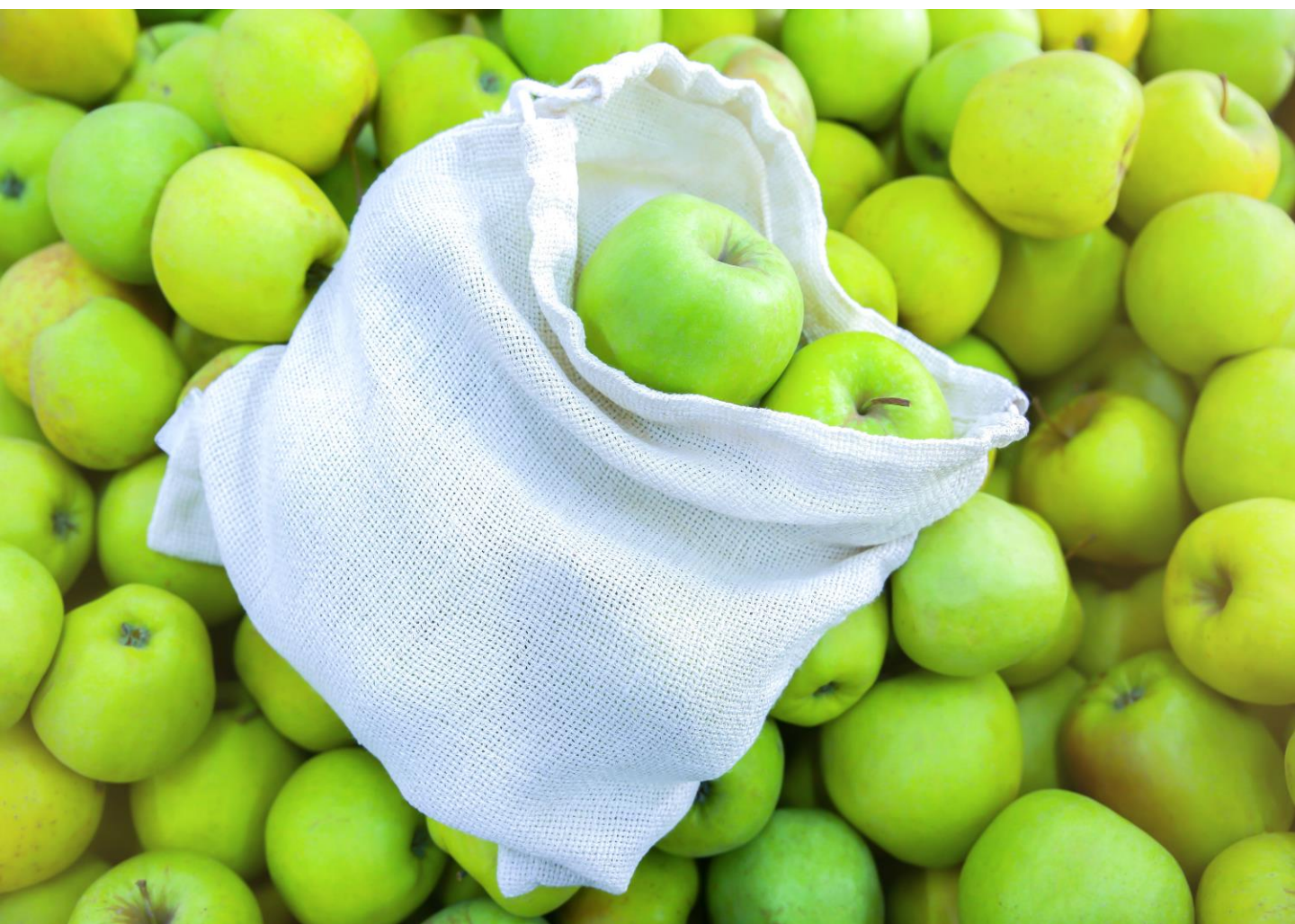
Sustainability: Increasing focus on going green

As governments and businesses begin considering how to build back better after the pandemic, sustainability is set to play a major role.

The crisis has highlighted various compelling ESG-related scenarios that cannot be ignored as economies look to rebuild. The sustainable consumption and production of food has become a critical issue for consumers, influencing their choice of where to shop.

Global issues such as climate change and pollution are firmly under the spotlight, but there is also greater attention on unethical supply chain practices, whether it be poor working conditions or animal welfare concerns.

This has given way to conscious or ethical consumerism – where shoppers' purchasing habits are increasingly shaped by responsible consumption and the desire to 'do good'. Consumers are more mindful of what they buy, influenced by manufacturing processes, where it was sourced, and the ingredients or materials it contains.



Consumers' sustainability considerations

Our research has uncovered four major consumer cohorts based on the influence of sustainability credentials on food purchasing habits:

Radically Green – 27%

Over a quarter of consumers take a strong stance on issues around sustainability. For this cohort, environmental credentials and ethical sourcing are considered very important factors when doing a grocery shop. Typically under the age of 45, over half of radically green shoppers would be willing to pay extra for environmentally friendly products, almost twice as likely as the average consumer.

Actively Green – 53%

This cohort represents just over half of all consumers. They consider environmental credentials and ethical sourcing to be an important factor when choosing a supermarket, but price is also a key consideration. One in three actively green shoppers would be willing to pay extra for environmentally friendly products.

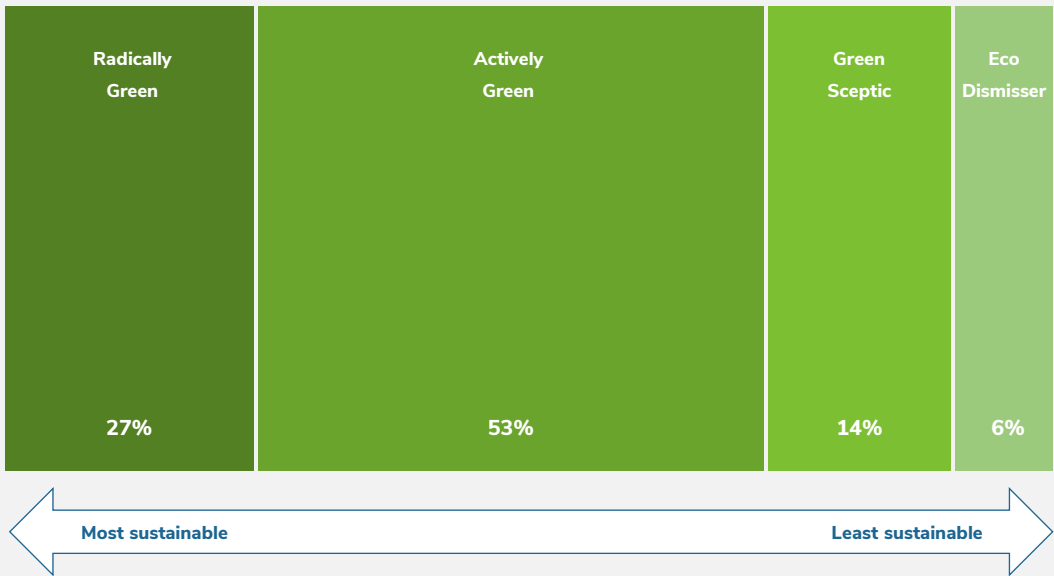
Green Sceptic – 14%

Around one in seven consumers are in this cohort. Environmental credentials and ethical sourcing are not very important to these shoppers, especially if it means having to pay extra for environmentally friendly products.

Eco Dismissal – 6%

For these consumers, environmental credentials and ethical sourcing are not important at all and they are highly unlikely to pay extra for environmentally friendly products. Less than 5% of this cohort would be willing to do so.

Figure 11 – The Sustainable Shopper Mosaic



Source: Retail Economics

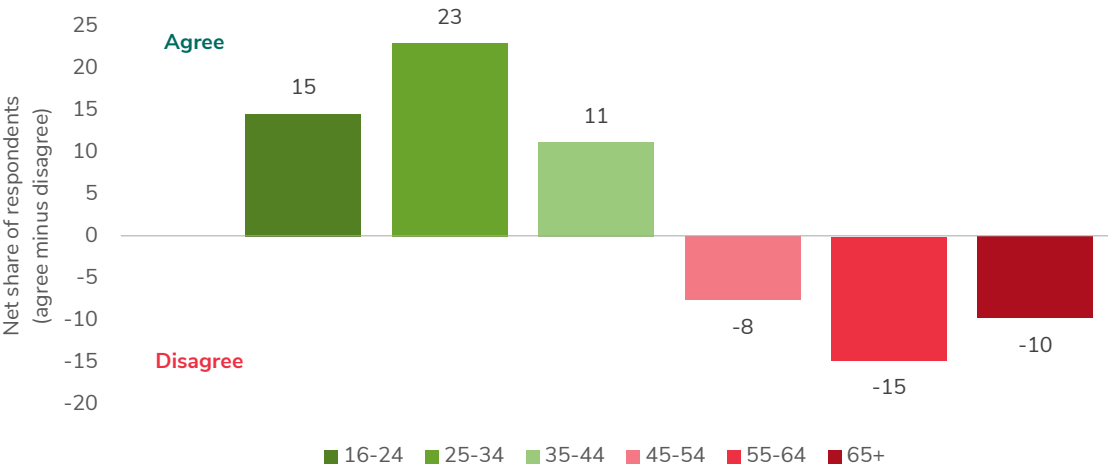
“ 8 in 10 consumers are consciously sustainable shoppers, with ethical and environmental values playing an important role in their grocery shop.

Younger shoppers have greener wallets

Our research found that one in three consumers would be willing to pay more to shop at a food retailer with environmentally friendly products and credentials.

For younger grocery shoppers, social and environmental value can sometimes carry as much weight as the value of the product. Our research found that nearly half of 25-34 years olds would be willing to pay more to shop at a food retailer with environmentally friendly products and credentials, compared to less than a quarter of shoppers aged over 65 (Fig 12).

Figure 12 – I would be willing to pay more to shop at a food retailer with environmentally friendly products and credentials

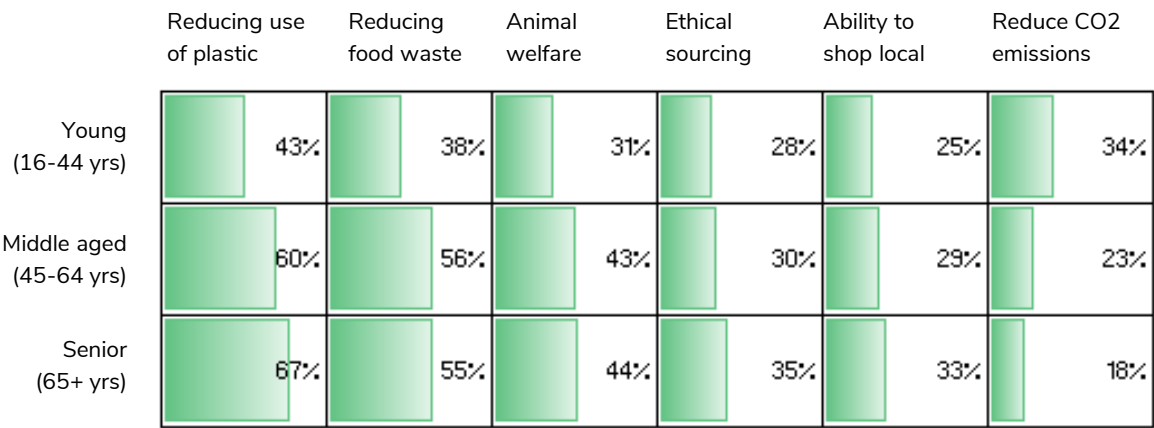


Source: Retail Economics

Which sustainability issues are most important to consumers?

Our research showed that the top three most important sustainability issues for grocery shoppers are reducing plastic, food waste and animal welfare. However, there are some subtle differences by age group with the most significant divergence occurring with respect to the reduction in CO2 emissions.

Figure 13 – Importance of sustainability issues for grocery shoppers by age



Proportion of respondents who consider most important

Source: Retail Economics



Reducing Plastic

Cutting back on single-use plastic was the most pressing sustainability issue for supermarkets, according to 57% of consumers. A third of consumers would switch to a different retailer if they felt that there was unnecessary use of plastic or excess packaging in their chosen supermarket.

Food Waste

70% of consumers believe supermarkets have an important role to play when it comes to reducing food waste.

Animal Welfare

Over three quarters (78%) of consumers consider high standards of animal health and welfare to be an important factor when choosing a supermarket.

Who's responsible for change?

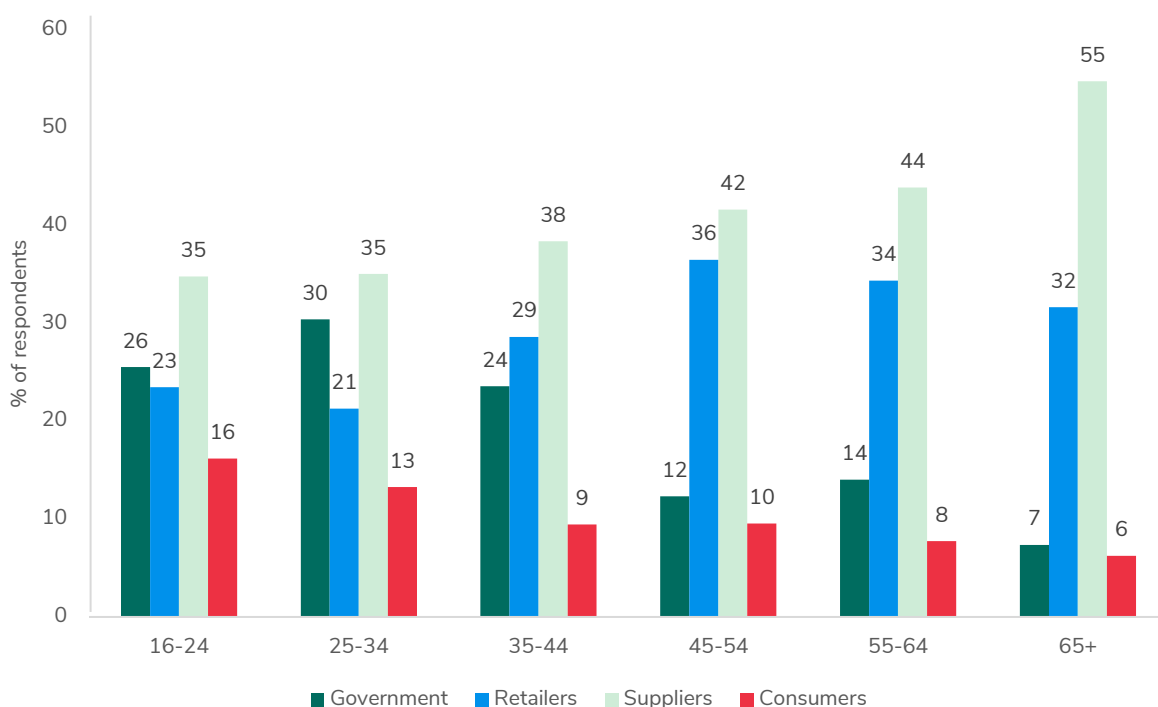
Our research shows that 42% of consumers believe suppliers are the most important stakeholder for ensuring sustainable food production and distribution, followed by retailers (29%).

However, considerable differences arise by age. Consumers aged over 45 years old are more likely to hold suppliers and retailers accountable (see Fig 14), whereas younger generations feel that government and consumers themselves also have an important role to play when it comes to food sustainability, suggesting more of a shared burden of responsibility.

Albeit, the onus is on retailers working in concert with their suppliers to demonstrate their sustainability credentials, be it related to the environment, animal welfare or sourcing. For retailers, having a sustainability strategy is as much a business imperative as a social responsibility.

“Our research shows that 42% of consumers believe suppliers are the most important stakeholder for ensuring sustainable food production and distribution, followed by retailers (29%).”

Figure 14 – Who would you say is most responsible for the sustainable production and distribution of food (e.g. local sourcing, environmentally-friendly packaging, low-emission transportation)?



Source: Retail Economics

CONCLUSION

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The final word

Conclusion

The Covid-19 crisis has significantly impacted the UK grocery market over the past 18 months and will continue to exert a disruptive influence in the short to intermediate term.

The five key trends highlighted in this report (convenience, online, rapid delivery, discount and sustainability) represent shifts that are unfolding at a greater magnitude and pace than ever before, catalysed by the Covid-19 crisis. As such, structural changes, evolving consumer demands and emerging policies require grocery retailers to adopt new strategies to retain existing customers, win new ones and pursue growth.

Consumer shifts around online, value, and lifestyle agendas present attractive opportunities for grocery retailers to capture market share over the next five years. Increased home working is set to boost demand for online and convenience, providing scope for retailers to meet customer needs more efficiently. Simultaneously, continued growth of online and the trend toward discount will bring renewed pressures on grocers' margins.

Technology (AI, use of big data), innovation, responsive business models and sensitivity towards shifting consumer demands should be front of mind for retailers of all sizes. Smaller players could win by excelling in these areas and nurturing their niche, but larger more established grocery retailers will face increasing competition in retaining and growing market share in light of the trends described herein.

“Consumer shifts around online, value, and lifestyle agendas present attractive opportunities for grocery retailers to capture market share over the next five years.”



“How we can help...”

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The shape of retail:

The UK Grocery Market: Five Key Trends to 2025



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Thought Leadership with Retail Economics

In a nutshell

We produce thought leadership research (white papers) that gets media exposure. This boosts your brand awareness and positions you as an authority to help fuel your sales pipeline.

What is thought leadership?

The process of positioning your brand as an industry expert with the goal of providing valuable insights to guide, influence and inspire your sector's growth.

Why consider it?

Publishing thought leadership research is a proven content marketing strategy to help you get media exposure to supercharge your brand equity and win new business.



Be seen as a thought leader

Become an authority in your field and be seen as a trusted source of insight



Supercharge your marketing & brand awareness

Generate original industry insights to supercharge your marketing strategy & engagement



Get media coverage & campaign support

We'll help you get media exposure and support you with your campaign launch



Win new business!

Become a thought leader in your industry to help generate new business



What you get: Our 5-step process



Research ideas

You'll get a choice of headline-grabbing research ideas that we'll sell into the media early in the process.



Industry report

We'll do the heavy lifting: design & conduct the research, do the analysis & produce an insightful report.



Marketing collateral

You can get engaging digital marketing content to supercharge your launch campaign: video, social posts & infographics.



Sales leads

Get noticed by your target audience! Engage new and existing clients with increased brand equity & authority.



Media exposure

You get access to our powerful network of media & industry contacts, plus engaging press releases & social media collateral to maximise your impact.

Just some of our projects



The Connected Customer Journey



Economic Consultancy



Outlook for UK Retail & Consumer



Retail Experience Economy



Changing Consumer Values



"They provide us with the latest data enabling us to understand what's impacting customer behaviour."

 - Insight Director



"Retail Economics contextualise the volatile economic environment adding significant value to our business."

 - Head of Retail & Leisure



"Retail Economics provides insightful and thought-provoking analysis."

 - Head of Retail & Leisure

Case study

Client: Grant Thornton

Challenge: Achieve widespread media exposure for their brand, demonstrating its authoritative understanding on consumer behaviour, positioning it to current & potential clients to win new business.

Solution: Publish engaging research with valuable industry insights & provide launch campaign support with press releases & social content.

Media coverage: 33 pieces: 10 nationals, 9 regional, 14 consumer & trade

Why consider us?

- ✓ We produce hard-hitting research
- ✓ We can get you in the media
- ✓ We help you get quality sales leads
- ✓ Our track record speaks for itself

Get in touch

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