

GROCERY RETAIL: THE PANDEMIC GROWTH STORY

How the Pandemic pushed Grocery Retail to Embrace E-Commerce & its Effects on Consumer Behaviour

R-VUE

CONNECT

LEARN. CONNECT. GROW



What is R-Vue Connect?

R-Vue Connect is Vue.ai's exclusive educational digital summit for retailers across the globe! Ever since COVID-19 began impacting retailers across the globe, we at Vue.ai realised retailers needed a platform to talk about how they were coping with the crisis and the steps they are taking to grow despite it.

As the global economy moves towards normalcy, **we want to help retailers understand the post-pandemic retail narrative, and how technology is going to impact retail.**

We've had panelists from Namshi.com, Depop, Milaner, Hyphen-Group, Zilingo, Sequoia Capital, Quandl, Tata CLiQ, The Upside, SUGAR Cosmetics, Wakefitco, Nicobar, Fireside Ventures and more, and witnessed over 1500+ retail professionals registrations from across the globe!

At its core, R-Vue Connect isn't just about helping our community stay informed, but also about building a dependable community of retailers and experts that we all can share with and learn from.

About the Speakers

Brijesh Bharadwaj

Director of Product Management, Dunzo



Brijesh works on strategies to drive customer activation and retention at Dunzo, the hyperlocal delivery startup backed by Google.

He gives insight on the **value proposition that grocery retailers can offer to nurture their customers** during - as well as, post the pandemic.

Gaurav Juneja

Co-Founder, StarQuik - A TATA Enterprise

Gaurav has 15+ years of experience in starting up successful businesses across retail - including Reliance Retail, Grocermax and now, StarQuik.

He talks about how StarQuik **tackled the surge in demand for essentials during the initial days of the pandemic** and the investments grocery retailers have to make to stay ahead of the competition.



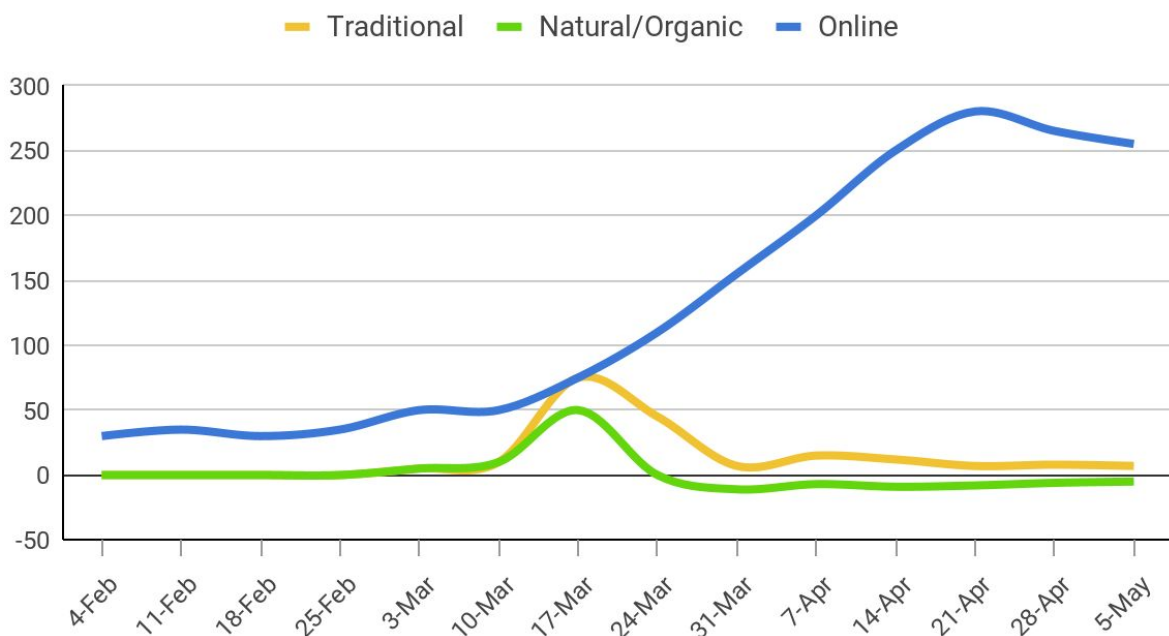
Understanding Consumer Needs

People are shopping online for groceries now more than ever before. Panelists Gaurav, co-founder at StarQuik and Brijesh, director of product management, Dunzo believe this rapid adoption of e-commerce in grocery is here to stay as it is the more favourable option to both consumers and retailers. **With the transition online, retailers have become agile in understanding the needs of the consumer in terms of supply and delivery, and consequently, customers have a smooth and fast shopping experience.**

At the onset of the pandemic, in March and April, two key vectors drove e-commerce adoption in grocery retail. They were:

- 1 Availability:** Consumers wanted to know if grocers had the supplies they wanted (rice, sugar, toilet paper, etc) and
- 2 Delivery:** If these supplies could be delivered quickly, and in a hygienic manner, under the imposed lockdown restrictions

Grocery Industry Y/Y Total Dollar Growth by Category

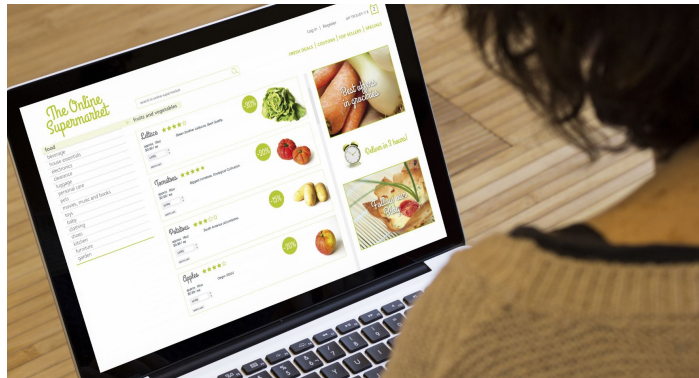




Customers buy from us thrice a month! We focus on the customer promise & the amount of value we give for them to come back. Our exclusivity factor is ensuring our *Fresh* category (fruits and vegetables) is the best in the market!

Gaurav Juneja
Co-founder,
StarQuik

Striking a Balance



Agility became a catalyst in grocery's shift to digital. But to be a hit, retailers needed to understand the fine line between simplifying processes and offering shoppers the diversity they always look for. **Customers want to find what they are looking for at once, but also want a variety of options to choose from!**

Investing in technology to perfect omnichannel services was the next step. "Plugging in offers, personalized experiences and topping it off with visibility using technology became another fundamental need," said Gaurav.

Longevity of Grocery E-Commerce

People moved online because they had no other choice. **So what can retailers do to ensure they stay online when things go back to normal, particularly in markets like India, which has convenience store at every corner?**

Options & Fast Delivery: "Offering a sea of options and sticking to 30-minute delivery window is crucial. Finding a way to partner with hyper local stores to facilitate this delivery window is the need of the hour," believes Brijesh.

Exclusivity: "When a grocer is known for a particular product - like the *Slurpees* in Seven Eleven - people who love the product will choose that grocer over the competitors. Translating that exclusivity online would be a great way to loop shoppers back in," said Brijesh.

User Experience & Reliability: The longevity of e-commerce adoption in grocery comes down to two things - the online grocer's reliability quotient, and its ability to customise using technology and automation tools, said Gaurav."



Questions?

Email: sales@madstreetden.com

