

How Brands Can Win in Online Grocery

How Food Brands Can Harness The Rise Of Online Grocery

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October 2015

Published by
Aroq Limited
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Registered in England no: 4307068

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Executive summary

- Online market growth provides a huge opportunity for manufacturers to develop a better understanding of their shoppers and to reach them directly.
- Consumers have shown they are quick to adopt technology that makes their life simpler. Many younger shoppers are well ahead of the grocery industry when it comes to mobile devices – and businesses cannot afford to lag behind.
- As well as developing an online presence, manufacturers need to keep up with ever-changing technology. This means ensuring their websites are compatible with all platforms, including mobile and tablet, and offering downloadable apps that afford shoppers the opportunity to interact with their brands.
- ‘Searchability’ is of the utmost importance. Manufacturers can adapt product descriptions to fit website search mechanisms and afford their brands better ‘findability’ and higher rankings in online searches.
- The path to purchasing products and services is much more varied now, and manufacturers can overcome some of the constraining limitations of the traditional supermarket grocery model to offer new products and services, build better relationships with consumers and drive sales.
- The challenge for food manufacturers is about timeliness, relevance and believability – to be well-placed to meet the needs of the consumer.
- As sales channels have multiplied, manufacturers have more options as to the platform on which they can sell their products: they can either set up their own website, join a group of like-minded manufacturers on an industry- or product-specific site or take the traditional route via a grocer’s online store.
- Manufacturers can also engage with shoppers via social media and can produce and publish content about their products to inspire and engage with shoppers, or even better to inspire their shoppers to write about their own experiences with the products, thus offering relevant and valuable insight for other potential customers.
- Whether customers are shopping for food or buying something niche for a special occasion, brands have a growing online presence, and are ready to inspire and provide useful information.

About the authors



Professor David Hughes

David Hughes is Emeritus Professor of Food Marketing at Imperial College London. He is a much sought-after speaker at international conferences and seminars on global food industry issues, particularly consumer trends. He has extensive experience as an international advisory board member with food companies and financial service organisations on three continents, and works closely with senior management of food and beverage firms on business strategy development.



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