

How COVID-19 has reshaped the food industry

The impacts of COVID-19 on the food industry were both vast and sudden. To better understand what the industry is facing, we spoke with 150 technology decision makers involved in retail, restaurant or food service operations across the U.S. and Canada. The insight? This is an industry with a more aggressive focus and adoption of disruptive technologies in areas that advance the health and safety of consumer convenience.

Key findings

Food Retail: grocery stores

> Business impact



70% report revenue declines:

- 32% down 0-10%
- 36% down 10-30%



Very large impacts to business are from health and safety concerns (**85%**) and customer behavior shifts (**62%**)

> Consumer behavior shifts

Much more consumer demand for:



Contactless payments



Home delivery



Mobile ordering



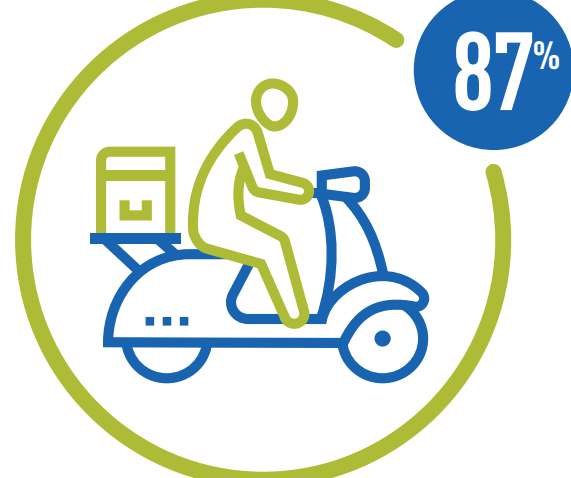
Curbside pickup



Drive-thru

> Business model innovation

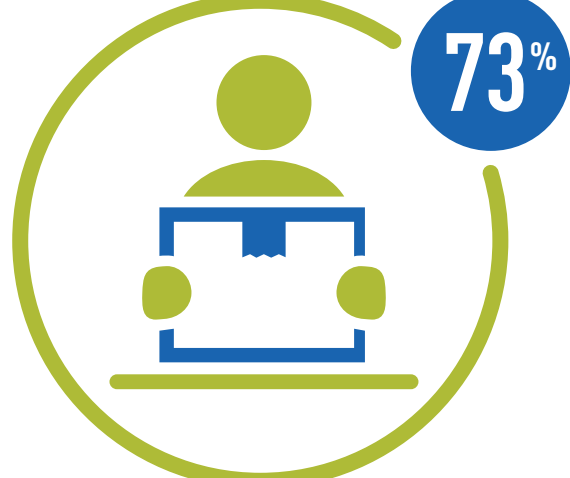
Business model innovations likely/very likely to adopt in next 24 months:



In-house, last-mile delivery capabilities



Self-service stores



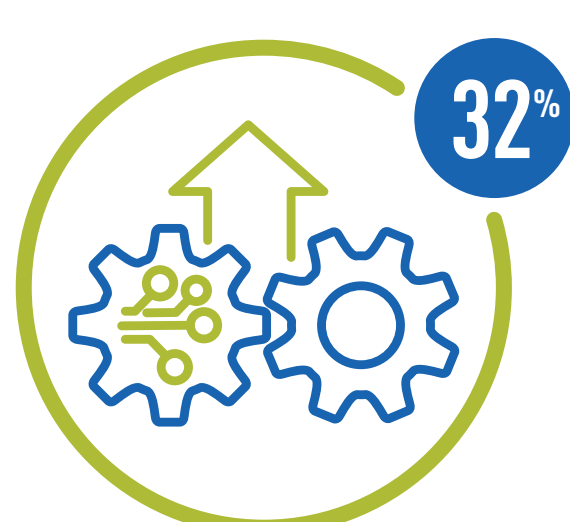
Dedicated pickup solutions



Drive-thru only stores



Dedicated fulfillment centers

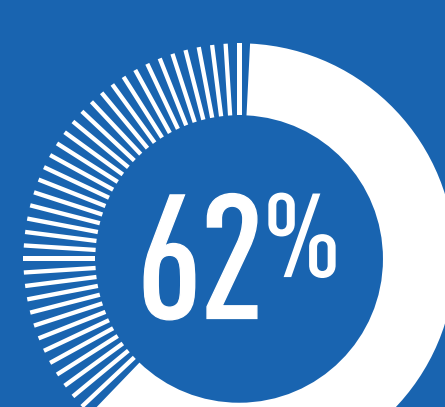


Reconfigured footprint

> Tech adoption



1 in 3 grocers see themselves as tech-forward, early adopters



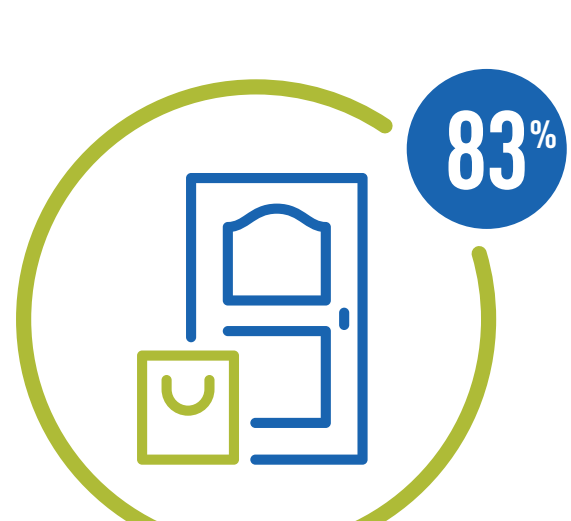
62% report the urgency for tech adoption substantially increased since the pandemic

> Technology currently adopted

Much more consumer demand for:



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Mobile ordering



Curbside pickup



Drive-thru

> Contactless technologies adopted



Food Lockers:
21% widespread
57% limited
14% in pilot



Facial Recognition Kiosks:
43% limited
43% in pilot



Facial Recognition POS:
14% limited
43% in pilot



Vehicle Recognition:
7% widespread
71% limited
14% in pilot