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Grocery Retail Trends, Drivers, and Challenges

Retaining Customers with Operational Efficiencies

Market volatility has driven consumers to seek out more, widely available options:

- Traditional, organic products, vegan only
- Online, physical hybrid
- Massive amount of delivery options
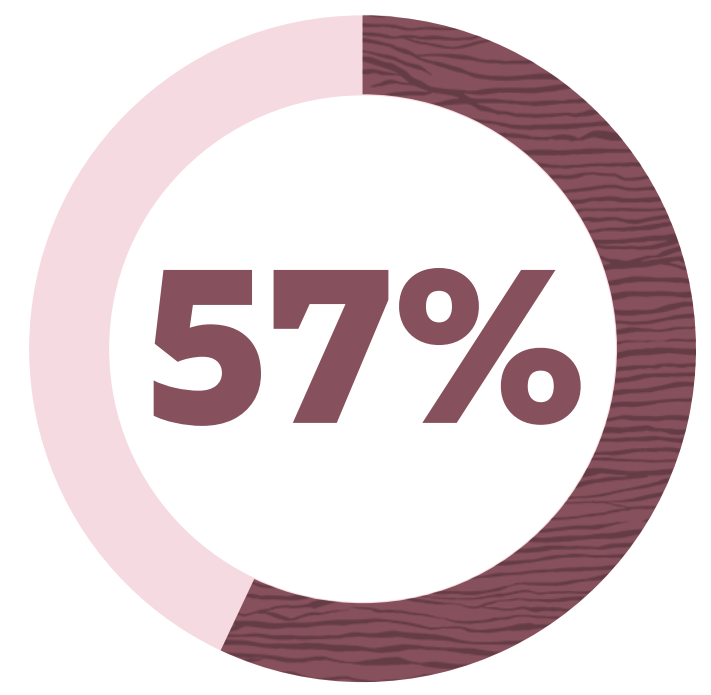- Increasing payment option, including buy now, pay later

Consumers increasingly expecting personalization and value:
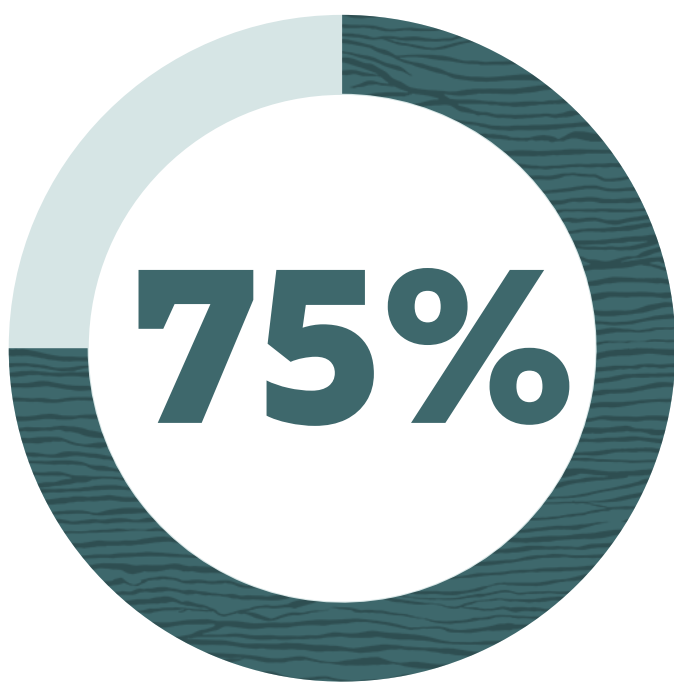
75%
of consumers do more online and in-store price comparisons

67%
of consumers prefer to buy groceries at physical stores

57%
of consumers are more inclined to buy products aligned with their values

Access the full ebook and gain insights to automate and streamline your grocery retail operations to get closer to the customer, build a blueprint for agility and create space for innovation.

The trend driving the grocery industry for a change:

- Economic uncertainties and inflation
- Supply chain disruptions
- Rising consumer expectation

Focusing on operational efficiency can help grocery retailers have the right products at the right location, reducing costly markdowns and clearance sales and concentrating on fast-moving, high-demand products.

Request a demo to explore how technology can improve efficiency in your operations.

About Oracle Retail

Oracle is the platform for modern retail. Oracle provides retailers with a complete, open, and integrated platform for leading retail solutions, cloud services, and hardware that are engineered to work together. Innovative retailers use Oracle solutions to pivot to the customer and to drive agility across the business. Oracle Retail customers can deliver an authentic customer experience while protecting their people, processes, brand, and customers.

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