



Euromonitor
International

The Future of Grocery Shopping and Meals At Home

October 2021

INTRODUCTION

A big opportunity for grocery retailers

Scope

Key findings from this report

A NEW MARKET FOR PREPARED MEALS AT HOME

Pandemic boost drives investment in grocery retail

More time at home, more meals at home

The pandemic sparks a sudden increase in demand for grocery delivery

“Cooking fatigue” prompts a new kind of convenience at home

Increased competition for a limited “share of meals”

Lots of long-term potential from grocery offerings

Future is open with lots of space for grocery retail to experiment

EXPANDING ECOSYSTEM OF GROCERY OPTIONS

Why existing bricks-and-mortar brands could have an advantage

A grocery-driven ecosystem of convenient options

Scheduled grocery delivery and online marketplaces

Subscription and replenishment services

Impulse grocery delivery and “dark store” wholesale

Semi-prepared products, packaged meals and meal kits

Grocery foodservice and retail foodservice format blurring

Balancing advantages with challenges in the years ahead

GLOBAL CASE STUDIES

Cost-effective delivery at incredible speed

Why this works in Germany

Taking food brands direct to the consumer

Why this works in South Korea

Food retail as a destination for meal solutions

Why this works in Switzerland

Rethinking physical stores for the future

Why this works in the US

GROCERY SHOPPING IN 2025

Grocery retail's great advantage will be proximity and flexibility

Growing the opportunity by 2025

Final thoughts and key recommendations

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country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-future-of-grocery-shopping-and-meals-at-home/report.