

The Food and Drink Shopper: Spotlight on Technology - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The competition for share of food/drink sales rages on. 71% of grocery shoppers shop for food/drink with the use of a computer or mobile device, and more than half do so most or all of the time. Where technology can be utilized to clearly meet consumer need for cost and time savings, it will help assure relevance and secure patronage."

Beth Bloom, Senior Analyst, Food and Drink

This report looks at the following areas:

- The majority of respondents prefer to personally select their own food and drink
- 27% of shoppers still want assistance from store clerks
- Shoppers are slow to adopt food/drink delivery options

This Report is the first of its kind from Mintel. The Report aims to cover:

- Types of technology currently used and technology consumers are interested in : eg beacons, mobile technology, online shopping, mobile pay, etc.
- Consumer attitudes toward technology: concerns about privacy/invasiveness; concerns about order quality and accuracy.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

Executive Summary

The Market - What You Need to Know

Market Perspective

Market Factors

Key Players – What You Need to Know

What's Working?

What's Struggling?

What's Next?

The Consumer – What You Need to Know

Food and Drink Shopping Technology Usage and Awareness

Key Driver Analysis – Likelihood of In-Store Purchase

Key Driver Analysis – Likelihood of Delivery

What Food and Drink Shoppers Want from Technology

Barriers to Using Food/Drink Shopping Tech

Delivery/Pick-up

Appendix – Data Sources and Abbreviations

Appendix – Key Players

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