

Meat The Future

Evolving Channel Preferences For Protein

Executive Summary



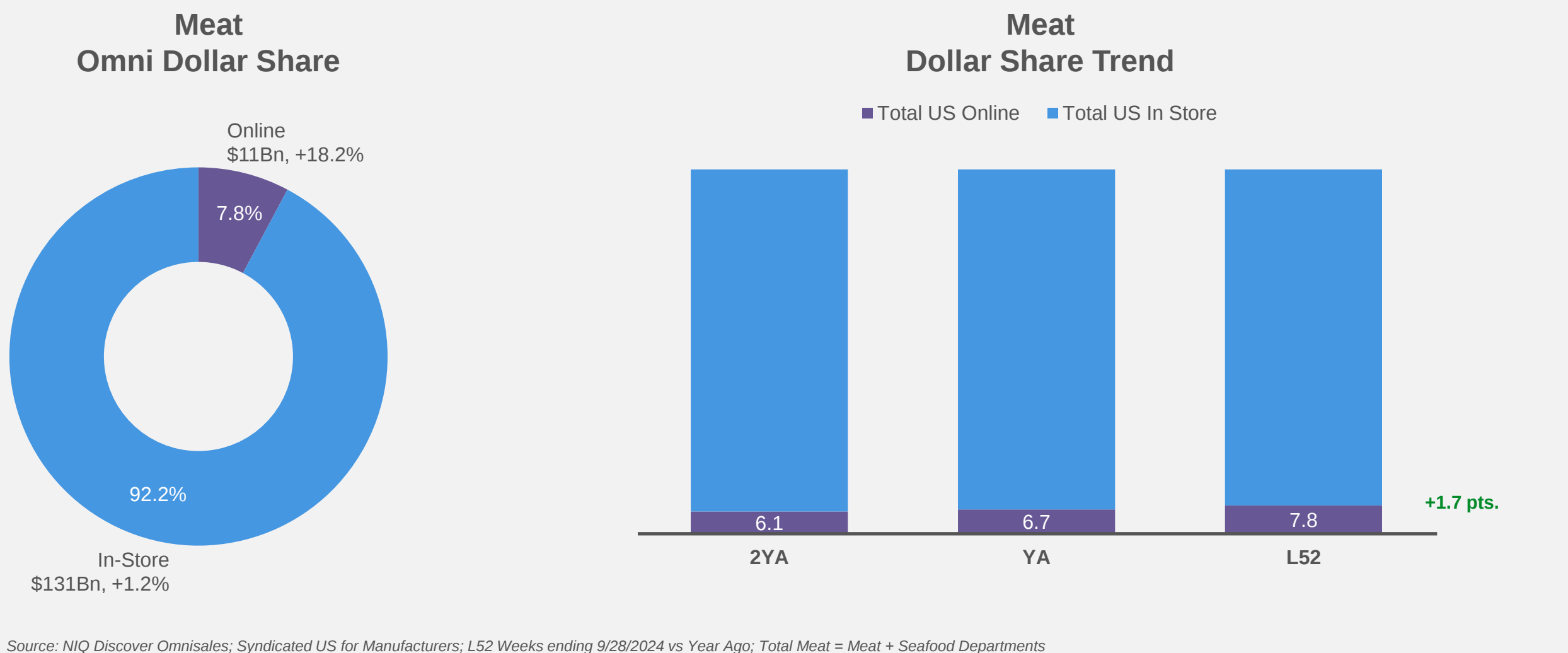
Meat online growth signals a shift in consumer behavior. Developing strategies to meet the growing demand for online shopping is critical

Online sales of Meat are projected to rise. Enhancing consumer engagement and their online shopping experience is essential for capturing sales in this category.

Consumers perception of fresh online is improving. As shipping and delivery services continue to expand, it is essential for retailers to offer a dependable delivery option that guarantees freshness.

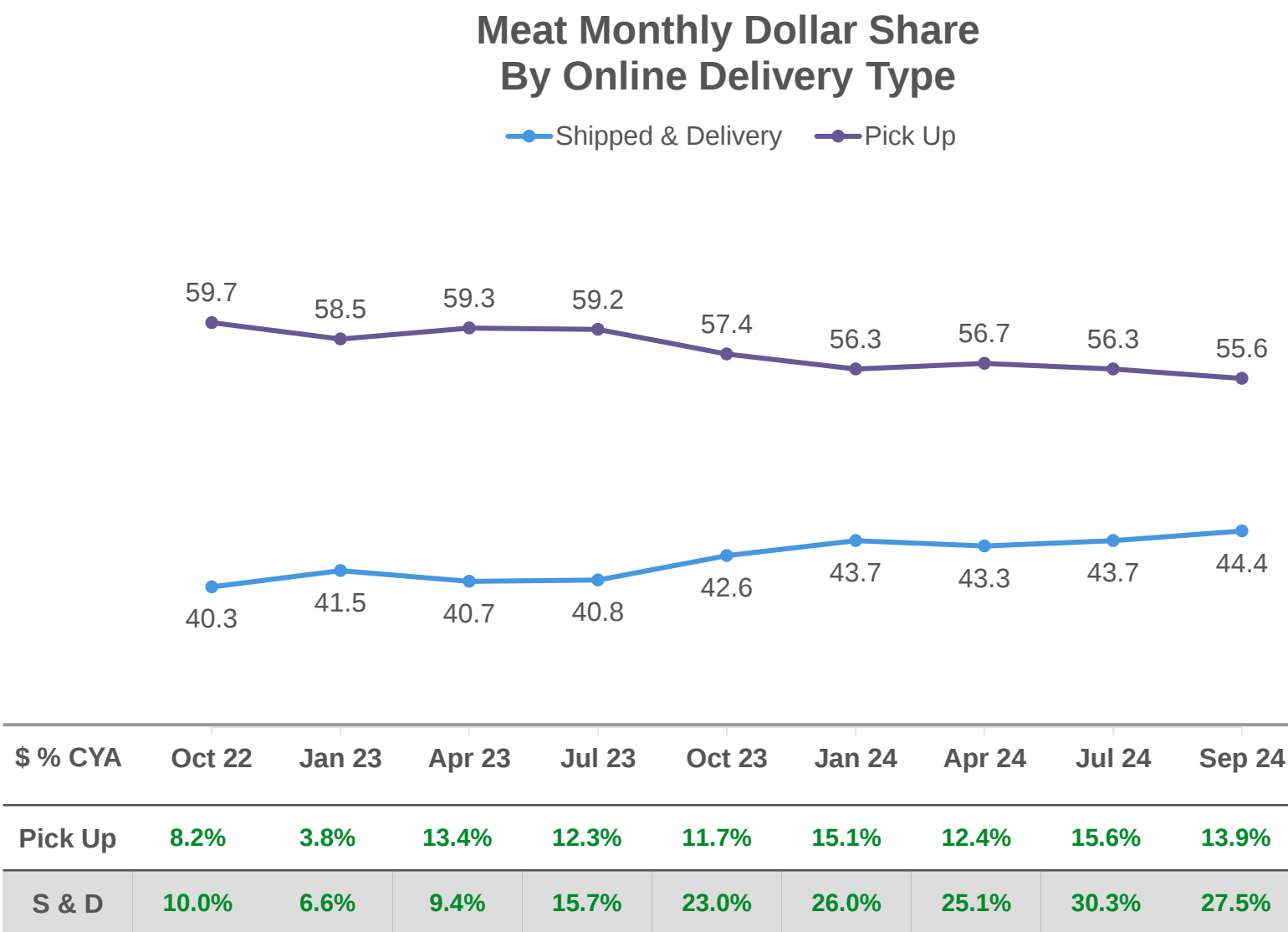
Meat online growth signals a shift in consumer behavior

Retailers and Manufacturers need to develop strategies to meet the growing demand for online shopping



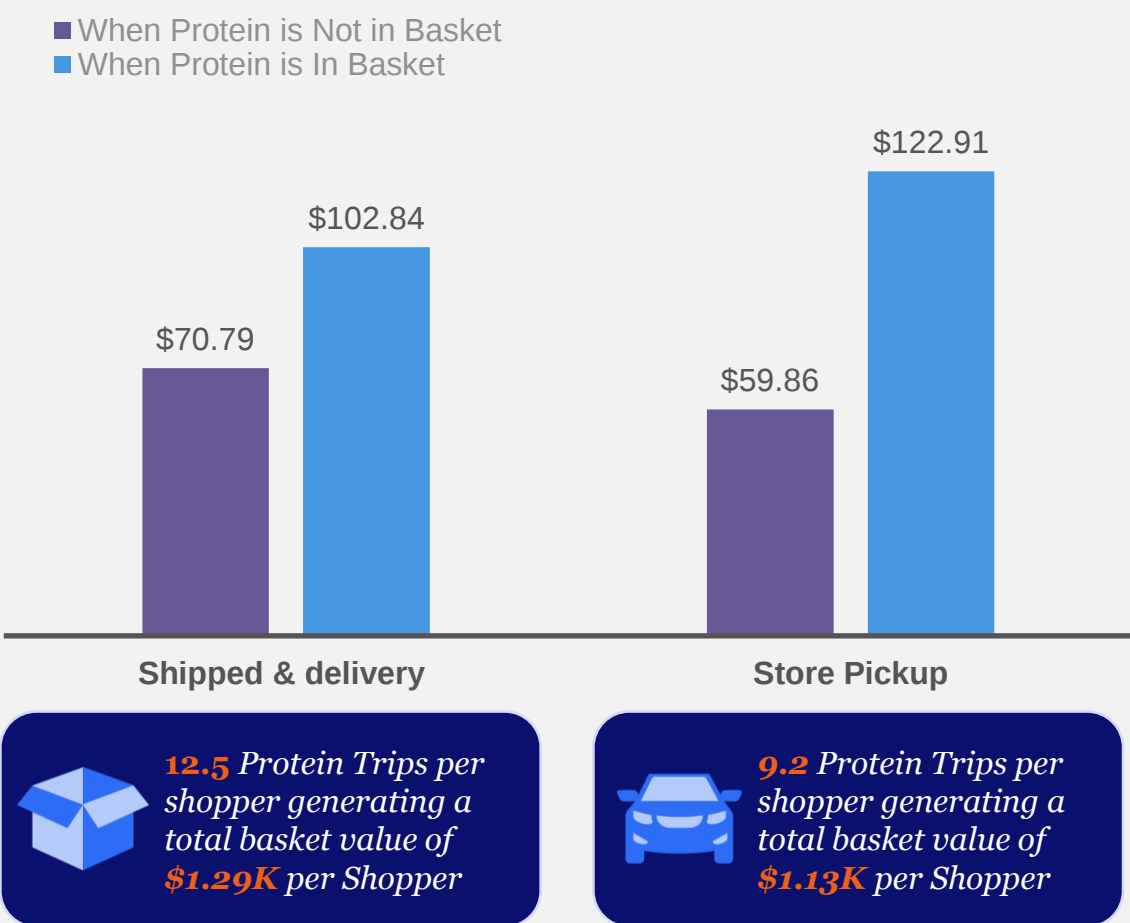
Shipped & Delivery is growing in Meat online fulfillment. Retailers and Manufacturers should prioritize building consumer trust and confidence in this.

- Freshness guarantee
- Shipping package innovation
- Real-time tracking from store to door



Improving engagement is not enough... offering the right delivery type is as important for online success

Basket Value by Delivery Type: Protein not in Basket vs In Basket



Shipped & Delivery shoppers shop more often and spend +18% more across the store!

Elevating our Service Excellence

Your feedback is important, please complete our survey!



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