SHOPPERS OF THE FUTURE

FUTURE-PROOF YOUR BUSINESS NOW
TO WIN WITH SHOPPERS IN 2025

Introduction

Grocery retail is undergoing a revolution, driven by mergers and acquisitions, as well as evolving shopper expectations. This is sure to continue over the coming years. Our sector is built around shoppers and their ever-changing habits, attitudes, tastes and preferences – they sit at the heart of the industry after all.

Shoppers are more time-pressed, health and socially conscious and digitally engaged than ever before. The industry has an increasing responsibility to stay ahead of their future needs and then fulfil them to stay relevant.

But to serve the shopper of the future we must first understand them, which is why we have dedicated our next instalment of the IGD Futures series to this topic.

Combining IGD's extensive shopper insight and feedback from immersive shopper groups, we have identified the five mega-trends we anticipate defining shoppers of the future and highlighted the ways businesses can capitalise on these insights to engage better with their customers.

Encouragingly, most shoppers are hopeful about the future – 72% hope their lives will be better than it is today.

Adopting a future-focused mindset is essential for any retailer and manufacturer and IGD will always support them on their journey.

Joanne Denney-Finch OBE
Chief Executive, IGD

Contents

In this report, we offer our view of UK shoppers in the future and provide an action plan to help you start preparing now.

We answer three main questions:

1. What will be the key shopper trends?
2. What will this mean for retailers and manufacturers?
3. How can you capitalise on the opportunities?

This research focuses on British grocery shoppers, although we believe it resonates internationally.

Picking out the mega-trends

We formulated a framework to identify and validate trends. This included developing hypotheses, examining historical data, reviewing forces of change and testing our ideas with shoppers.

We pooled the thinking of subject experts across IGD to consider the implications of these trends for manufacturers and retailers.

IGD Shopper Trend Framework

Hypothesis
A statement about how shoppers might be different in the future

What future need?
What would drive shoppers to seek change in these areas?

Tipping points or enablers
Are there strong reasons to expect this to happen?

What shopper?
What shopper group / segment will this most apply to / apply to first?

The trend
Does the hypothesis emerge as a front-runner from these tests?

Our top 5 shopper trends for 2025

Time optimisers
Health conscious
Individual
Experimental
Socially conscious

Research sources:

Immersive shopper groups
In-depth qualitative workshops with 40 shoppers

Future-focused survey
Among almost 2,000 British grocery shoppers

ShopperVista
IGD's shopper tracker with over 2,000 British grocery shoppers every month

Executive summary

Here's how you can future-proof your business today to win with shoppers of tomorrow.

The shoppers of the future will:

Be time optimisers
The grocery shopping experience will have to work harder so shoppers can optimise and make the most of their time

71% of 18-24-year-old shoppers claim their lives will be busier in 5-10 years' time

Be more health conscious
Health and wellbeing will grow in importance with subtle differences owing to individual motivations

42% of 18-24-year-old shoppers claim in the next 5-10 years they will be more likely to eat healthily to look good vs 24% of all shoppers

Be more individual
Shoppers in the future will be open to a more personalised food and grocery experience, but only if there is a clear benefit to them with minimal effort

50% of pre-family shoppers claim they will be prepared to share data with supermarkets, specifically so they can tailor their food and grocery shopping

Be more experimental
Shoppers in the future will increasingly experiment with their shopping and meal preparation to broaden their repertoires

80% of shoppers claim they are open to trying new and different food and non-food products, services and experiences

Be more socially conscious
Shoppers will want to make sustainable and ethical choices, but only if other needs are also satisfied (e.g. price, availability, quality). Companies will have to respond on shoppers' terms, as they redefine the rules of the game

60% of under 35s claim concern for the environment will be more important to them in the next 5-10 years

There are significant opportunities to engage with shoppers immediately to drive longer-term loyalty.

Consider the following today

1. Develop shopper experiences that drive emotional engagement
2. Invest and collaborate with others on shopper data and insight
3. Help shoppers to optimise their shopping time
4. Develop products for different consumption occasions
5. Experiment via online and digital platforms
6. Target your shopper messaging and communication
7. Support shoppers' ethical aspirations
8. Trial new initiatives with the most influential shoppers

Follow the new rules of the game, unlock growth

Evolving shopper needs

Before considering how shoppers will change, it is worth reviewing what will remain constant. The foundation of shopper needs is confidence in the safety and legitimacy of the products they buy.

Other needs are also fundamental and universal, across time and geographies.

These include:

- **Value** (price/quality)
- **Choice** (range/availability)
- **Convenience** (ease of shop)

These will always remain vital to shoppers even though the balance of priorities may change and expectations for what companies can deliver in these areas definitely will.

For instance:

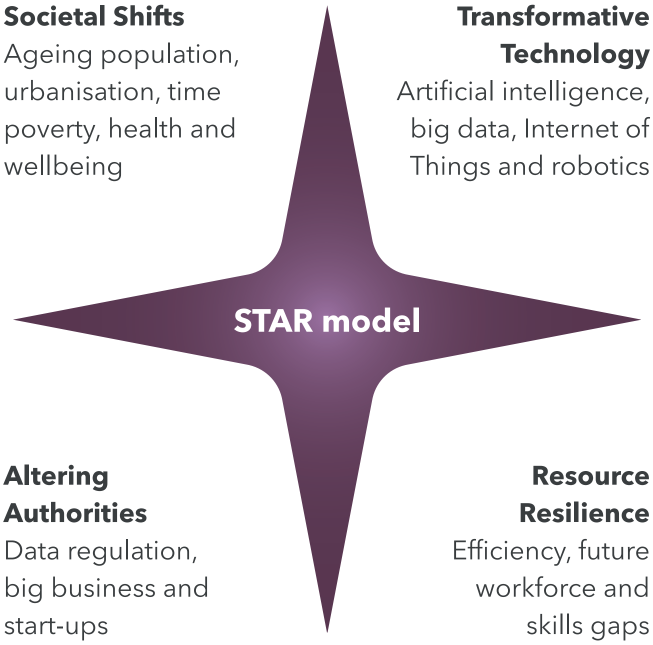
- The availability of information online raises expectations for greater traceability
- The emergence of price comparison platforms helps shoppers to be savvier
- Endless online shelves raises expectations about availability and ranges
- The introduction of rapid home delivery services encourages people to expect more immediate gratification

Drivers of change

To track the future factors that will influence shopper expectations, needs and confidence, IGD developed a STAR framework. It categorises four forces of change.

Societal Shifts
Ageing population, urbanisation, time poverty, health and wellbeing

Transformative Technology
Artificial intelligence, big data, Internet of Things and robotics



Altering Authorities
Data regulation, big business and start-ups

Resource Resilience
Efficiency, future workforce and skills gaps

All these factors influence shopper behaviour individually and in combination.

The next generation

IGD has identified a new, emerging group of shoppers. This group has a different outlook and attitude, influenced by their digital lifestyles, and are more vocal with their opinions.

They will replace the baby boomers as the generation with the most purchasing power, the strongest voice and biggest influence on the food chain.

We call these **Influencer Shoppers**. We believe they will be the main drivers in delivering the five mega-trends we have identified.

INFLUENCER SHOPPERS

Who are they?

- Younger shoppers
- Younger families
- Larger households
- ABC1 shoppers
- Online reviewers
- High-engagement social media users
- Positive outlook

How will they change?

- Eat healthily to look good
- Be more experimental
- Embrace personalisation
- Spend more time grocery shopping
- Aspire to be socially conscious

Through this report, we pick out how this group in particular will shape the trends for tomorrow.

How will shopper behaviour evolve?

We have identified five mega-trends. Shoppers will be more: time-selective, health conscious, individual, experimental, and socially conscious.

Trend 1
Time optimisers

Shoppers today

Social changes are putting pressure on shoppers to optimise their time.

> **"It's hard juggling work, exercise, running a house in terms of washing, cooking and cleaning, and shopping."**
>
> (Pre-family, North)

Technology is creating an always-on culture, which also means work seeps into non-work time.

35 average weekly hours spent online among 16-24-year-olds vs **23 hours for all adults**

Source: Ofcom, 2017

We have an increasing choice of leisure activities and a growing desire to make the most of these. This erodes what time we have left for more traditional things like grocery shopping.

£117bn the value of the UK leisure market in 2016, growing 5% annually since 2010

Source: Deloitte

The last recession encouraged people to hunt for value by investing more time in their food and grocery shopping.

> **"I like cooking and going out shopping looking for my recipes. If it was a nicer experience I would stay for longer."**
>
> (Young family, North)

However, people don't want to spend any more time shopping for functional items than they really need to. 44% of shoppers say they are placing more emphasis on experiences – e.g. travelling, concerts, family time etc. – rather than buying things.

A priority for retailers, with the help of manufacturers, is to make shopping as simple as possible, so people feel they're making the best possible use of their time.

Shoppers in the future

By 2025, the grocery shopping experience will have to work even harder to justify the time people spend shopping.

71% of 18-24 year old shoppers say their lives will be busier in 5-10 years' time

People will be less tolerant about the chore element of shopping, which includes picking up those products bought on a regular basis.

Where this can be automated, with the help of smart homes, AI and home deliveries, some people will opt for this service.

28% of shoppers can imagine food and grocery shopping being more automated in future as they expect most of it will be online in the next 5-10 years.

However, when done well, food shopping can be a source of enjoyment. Therefore optimising shoppers' time will not only be about making food and grocery shopping more efficient but also about making it more enjoyable.

56% of main shoppers quite enjoy food and grocery shopping vs **41% who don't enjoy it**

Robotics and technology in-store could help to free up space that could be used to excite shoppers and drive footfall. This could allow more focus on fresh food, mission-focused fixtures and convenient meal options. 28% of shoppers hope that food and grocery shopping will be more interesting in the next 5-10 years.

INFLUENCER SHOPPERS

54% of Influencer Shoppers say they will dedicate more time to food and grocery shopping in the future because they enjoy it vs **48% of all shoppers**

What are the tipping points?

- Continued industry investment in new concessions and services creating additional reasons to visit larger stores
- Investment in the presentation and quality of ranges to make stores more appealing
- Responding decisively to shoppers' openness to experiment – which is particularly important for younger shoppers (18-24s) and Influencer Shoppers
- Developments in technology that shorten the time spent shopping or enhance the experience

> **"Change the layout so you can get things easily, with recipes grouped together."**
>
> (Post-family, South)

Manufacturer implications

Prepare for the divide

It will become increasingly clear which products are best suited to online and which to buying in stores. Consider which of your products are suited for automatic re-ordering and work with partners, to be pioneers in testing this new form of shopping.

For other products, plan for how they can bring excitement and differentiation to physical stores of the future.

Invest in shopper marketing

Increase your marketing spend nearer to the point of purchase. Demonstrate how your products meet the needs of shoppers with clear and engaging POS. Test and learn with new digital solutions to communicate messaging to shoppers.

Explore different consumption occasions

Don't let your products be typecast for a specific occasion only. Using NPD or re-positioning your existing ranges, consider how you can tap into currently unmet consumption occasions.

Retailer implications

Balance shoppers' time

Collect data on the flow of shoppers through your stores, categorise this into missions and consider how to optimise your layouts to speed up shopping trips. For those who want to linger, devise new ways to make shopping more of a sensory experience.

Reconsider store ranges

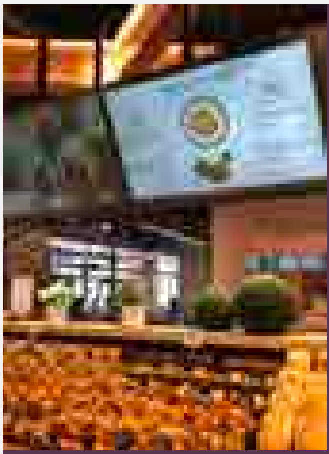
An element in creating an engaging store will be in adapting and evolving the range that they carry. The aim will be to offer what ecommerce cannot. More of shoppers' regular purchases will have shifted online, so store ranges will need to be unique, flexible and relevant to sustain footfall.

> **"The format of supermarkets is very tired. They could change it to be more like a market feel."**
>
> (Young family, South)

Digital test and learn

Technology that can help to optimise time when grocery shopping will create shopper loyalty. If retailers can help shoppers to make the best use of their time, it could make the shopper experience more enjoyable and engaging.

Test and learn with new digital solutions to understand which could gain mass appeal. The online channel can be a useful platform to test ideas that might transfer to physical stores.



7Fresh, Beijing

JD.com has launched an offline supermarket, 7Fresh, utilising smart logistics technology to drive engagement and efficiency in-store. The retailer has introduced sensor-activated product information images, automated suspension rails, payment via facial recognition and smart shopping carts to offer shoppers an efficient and interactive experience.

Trend 2
Health conscious

Shoppers today

Most shoppers aspire to eat and live well. Rising obesity levels, increased awareness, government campaigns, media interest and an ageing population keep health and wellbeing on the radar.

85% of shoppers are actively trying to improve their diet

42% of 18-24-year-old shoppers claim that in the future they will be more likely to eat healthily in order to look good rather than just feel good vs **24% for all grocery shoppers**

72% of pre-families claim they will exercise more in the future to help them lead healthier lifestyles vs **56% of all shoppers**

> "Now it's in the news about children being obese, so I do think our generation as parents will be making a lot more conscious choices than our parents did."
>
> (Young family, South)

INFLUENCER SHOPPERS

54% of Influencer Shoppers say they will use online sources such as blogs, social media and websites to find out more about healthy eating in the future vs **39% of all shoppers**

The desire to exercise to maintain weight, get into shape and showcase results on social media really sets Influencer Shoppers apart from the rest.

However, aspirations do not always translate into action. Ingrained habits, insufficient motivation, perceived lack of value for money of healthier foods, insufficient knowledge and a lack of time are all cited by shoppers in our ShopperVista surveys as barriers to them eating healthily.

Shoppers in the future

Tomorrow's shoppers will be at least as motivated as today to eat healthier and they'll have the benefit of more help to make this easier.

Younger, pre-family and Influencer Shoppers in particular will link healthy lifestyles with looking good.

What are the tipping points?

- Social media and the growth of health and fitness advice online
- Health-tracking devices, increasingly linked with dietary advice
- Government legislation to combat obesity
- Investment by the industry in healthier products, intensifying competition
- Growing rate (or perception) of intolerances and allergies

> I follow quite a few fitness people on social media and that is influencing quite a lot of the food that I buy.
>
> (Young family, South)

Supporting shoppers both to look and feel good will be a major priority for both retailers and their suppliers in 2025.

Manufacturer implications

Provide inspiration

70% of shoppers would like more information from UK food and grocery companies to inspire them to make healthier choices.

Just making a health claim on the product isn't enough. Develop ways to add excitement to your healthier products, e.g. by showing how they can form part of imaginative recipes or by featuring the properties of super ingredients.

Tailor messages

The diversity of media channels gives you an opportunity to tailor your health messages by life-stage. Shoppers' health priorities evolve considerably over time so be clear about how your portfolio of products can meet a range of these.

Keep it simple

Shoppers get confused by the complexity of nutritional information so keep your messages as simple and consistent as possible.

Don't sit on the fence

Most people see health as a matter of balance, still leaving room for indulgence in their life. The products at risk of being left behind are those seen neither as healthy nor as a special treat.

Retailer implications

Make health a priority

Ensure your ranging, pricing, promotional and merchandising strategies are each viewed through the lens of promoting good health. Our Eating Well and Eating Out research shows there's a high demand for healthier food on the move, so capitalise on that opportunity.

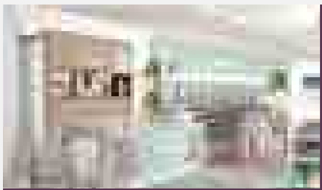
Take a lead on healthy product reformulation, new product development and responsible portion sizing.

Make it simple

As with manufacturers, keep your messages as simple and as consistent as possible without losing their meaning. Help shoppers make healthy choices by providing the clearest possible labelling and signposting.

Inspire and educate shoppers to live well

Diet is important but so are keeping fit and mental wellbeing. Retailers might play a much bigger role in these areas in the future. Consider offering a menu-planning app with inbuilt dietary targets and make it easy for people to buy the products they select from this.



Hehku, Finland

Kesko and Oriola have partnered to open a new nationwide chain of stores specialising in products and services that promote health, beauty and wellness

Trend 3
Individual

Shoppers today

Personalisation along the whole shopper journey, from ordering online to shopping in-store, is a hot topic within the industry. It can range from targeted loyalty schemes, tailored pricing and promotion communication, through to personalised products. When executed well it can drive better conversion rates, improve customer retention and create lots of valuable data.

However, personalisation remains relatively niche in the UK food and grocery market, as far as shoppers are concerned. Reasons for this include:

- The challenge of executing personalisation cost-effectively in a fast-moving mass market such as this
- The volume of data to process, and at the same time, not enough specific data to profile each shopper precisely
- Reluctance among some shoppers to share their personal data
- The challenge of treating every customer fairly and the risk of causing offence

Shoppers in the future

As technology improves and data becomes better integrated, personalisation will become increasingly viable and expected by shoppers, both online and in stores, and in some cases for physical products.

Smartphone technology is likely to be key to unlocking personalisation in the store environment. Relevant, tailored and timely notifications sent to shoppers' mobile devices could help them to find what they want, discover new products and achieve best value in-store.

Online stores will learn how to adapt their displays and offers around the needs of each user. Some products purchased online will be tailorable to an individual's specification.

Product personalisation will lend itself to some categories more than others, e.g. health and beauty.

Younger shoppers will be at the forefront of this. Having grown up in the information age, they are more comfortable about sharing their data.

INFLUENCER SHOPPERS

56% of Influencer Shoppers are prepared to share data with supermarkets, so they can receive personalised recommendations and experiences vs **39% of all shoppers**

What are the tipping points?

- More examples of personalised experiences across other sectors, e.g. foodservice, finance or travel industry
- More personalisation experiments in grocery to assess what works
- More investment in personalisation to deliver clearer shopper benefits
- Effective regulation to alleviate shopper concerns with data sharing (GDPR should help)
- Advances in Artificial Intelligence (AI)
- Advances in flexible production technology, such as 3D printing

Manufacturer implications

Invest in data

Greater data collaboration is required to understand shoppers in depth. Combine your data with trading partners and external sources. Use social media activity, geolocation data, app use and purchase data to create a single view of your shoppers.

Reassure shoppers

Providing personal data for unspecified and open-ended reasons makes people nervous. Being completely open about how you will use the data and spelling out the shopper benefits will alleviate this.

Test product personalisation

Although currently niche, product personalisation is set to play a bigger role in the future, so now is a good time to experiment to gain vital experience. Do this on a small scale first to manage costs and risks. Bear in mind where personalisation is most likely to add value for shoppers. Once you have experimented, consider investing in new flexible production technologies and routes to market.

Retailer implications

Make data work better

Data is the bedrock of personalisation so make sure yours is as accurate and up to date as possible. Synchronise with your suppliers' product data to create a single view of shoppers.

Test and learn online

The challenge for most grocery businesses is to provide a personalised approach consistently and at scale. The online channel offers a way to experiment with a more manageable subset of shoppers before scaling up through physical stores.

61% of online grocery shoppers say they would like it if online retailers personalised special offers based on what they buy regularly

Habit.com

US-based Habit.com will take and analyse your blood samples and create a specific nutritional plan bespoke to you

Demonstrate the benefits

Personalisation is a big step for shoppers and raises concerns about privacy and so to encourage adoption, it's important to offer and demonstrate some really tangible benefits, e.g. time gained, money saved.

If almost all the benefits of collecting data go to the company, you should expect this to become increasingly contentious over time.

Build excitement around personalisation in-store

Features such as a 3D printer or a mix-your-own drink station are a good way to add excitement to your flagship stores. They may not deliver a high sales return immediately but they help to differentiate, create chatter and make your store a destination.

Learn from other industries

Learning from industries already executing personalisation well is important. Curated ranges and recommendation algorithms used by online retailers are good examples of personalisation. Timely and hyper-relevant product suggestions are a proven way to drive conversion and impulse purchasing online.

Trend 4

Experimental

Shoppers today

Shoppers can be creatures of habit. Product familiarity is one of the top drivers of product choice. Older shoppers, in particular, are most likely to stick to what they know and trust (50% of over 65s buy familiar food vs 42% of all shoppers).

However, shoppers are also experimenting more. Extensive travel, sophisticated foodservice, access to more information online and changes to the ethnic mix all promote demand for new and different products.

45m

Number of holiday visits abroad by UK residents in 2016 (up from 26.8m in 1996)

Source: ONS, 2017

9.3m

Number of people living in the UK who were born outside in 2017 (up from 6.4m in 2007)

Source: ONS, 2017

In response, retailers have invested in expanded world foods, with many stores dedicating substantial shelf space to these.

73% of grocery shoppers welcome new food and grocery products vs **58% in 2010**

Some categories have exploded in choice over the last decade.

Unilever Knorr

Unilever's Knorr stock cube brand has introduced the 'Eat Your Feed' tool, created by digital agency, Analog folk. This can analyse data on Instagram using an AI algorithm to provide personalised recipes based on users' activiy

Shoppers in the future

Shoppers in 2025 will be significantly more experimental with their shopping, cooking and eating.

80% of grocery shoppers agree that they are open to trying new and different food and non-food products, services and experiences in the future vs **only 3% who disagree**

For the large group of shoppers who do like to experiment, our research shows they are also more eager to spend time on leisurely food shopping and more open to personalisation.

INFLUENCER SHOPPERS

65% of Influencer Shoppers say in the future they will always try new meals and recipes vs **58% of all shoppers**

However, this won't apply to everyone. Some will want to stick with what is familiar. It will be important to ensure you also continue meeting this group of shoppers' needs.

What are the tipping points?

- Continuing growth in specialist, often local producers, extending the choice for shoppers
- Growth in online shopping, providing a platform for these niche producers
- Changes to immigration policy after Brexit which could involve more people from beyond Europe moving to the UK, affecting ethnic diversity
- Further urbanisation introducing more people to a city lifestyle

89% of the UK population will live in urban areas by 2050

Source: United Nations

- More investment in own brands as retailers use them to differentiate and pick up on the latest culinary trends
- Burgeoning publicity for new products and cuisines through social media, vloggers, celebrities, TV cookery programmes etc.

> **"There will be more events such as French or Greek weeks in supermarkets. It gives you a chance to try new products."**
>
> (Older family, North)

Manufacturer implications

Learn from foodservice

Help shoppers replicate the eating out experience with cook-at-home and food to go alternatives. Inspire your shoppers with meal solutions that showcase authentic tastes and flavours from around the world, and provide more recipe ideas.

Invest in NPD

Ensure your innovation pipeline is closely aligned to changing shopper preferences, e.g. the healthy eating trend and specific consumption occasions. Create stronger points of difference within your categories to maximise the likelihood of product listings and successful launches.

Offer exclusivity

Support retail customers by providing exclusive product variants targeted at their shopper demographic. Extend your range by offering some products exclusively online.

Retailer Implications

Curate ranges

Continue to refresh your range to provide variety for shoppers and create excitement and intrigue.

Encourage and showcase innovation

Ensure new products have prominence by giving them special treatment in-store. Run events that celebrate particular cuisines and the changing of the seasons with new products and recipes. Crowd-source ideas from shoppers.

Don't disregard the traditionalists

The baby boom generation will become less influential and a younger demographic will set the pace but this doesn't mean everyone wants to experiment. For a substantial segment of the market, heritage, consistency and continuity will be important selling points. In some cases, retro-products can be one successful form of innovation.

Trend 5
Socially conscious

Shoppers today

Post-2008 recession, many people expected shoppers to jettison their ethical shopping concerns but this didn't happen. Instead people sought out value, holding true to their main concerns while also seeking out a competitive price.

Ethical issues have remained prominent, supported by NGO campaigns, media coverage, social media and ethical innovation by companies.

Most recently, plastic has been in the spotlight prompting high consumer awareness.

74% of British grocery shoppers say they have become more aware of the environmental impact of plastic packaging over the last 12 months

54% of shoppers say recent TV shows, especially David Attenborough's Blue Planet, have inspired them to make changes to support the environment.

However, there are some barriers that constrain ethical shopping:

- Basic needs come first for most shoppers and many still face a squeeze on real incomes
- Ethical decisions are often complex, confusing and time-consuming
- Ethical shopping is often associated with compromise which creates a tension for shoppers

Shoppers in the future

The desire to do the right thing is strongly ingrained in most people. Provided the economy stays on track, shoppers will be finding more ways to express this through their shopping in the future.

INFLUENCER SHOPPERS

38% of Influencer Shoppers say they will always buy environmentally sustainable food and grocery products in the future vs **33% of all shoppers**

In support of these shoppers, more online services will be available to signpost ethical choices and a greater range of products with ethical credentials will be available to buy.

> "I think it's more and more about the planet and future generations. We've been a throw-away society for too long."

60% of under 35s say concern for the environment will be more important to them in the next 5-10 years

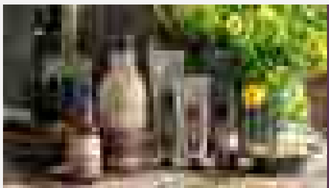
What are the tipping points?

- Growing buying power of a new generation, more attuned to sustainability
- Further use of social media to share ethical concerns and recommendations
- Smart devices, applying AI, scrutinising products and providing advice
- Greater transparency and traceability, helping shoppers to make ethical choices
- Continuing media coverage of food-related ethics
- Government interventions, e.g. to incentivise more sustainable packaging
- Industry investment in sustainable products and practices

Manufacturer implications

Take a lead on sustainable packaging

Packaging is facing significant scrutiny so make sure you position your brand as highly responsive to this. There are some evidence gaps as to which materials really are the most sustainable but there are some quick wins, such as switching to recyclable or compostable plastics. Always make sure your packaging remains fully functional. Shoppers will want solutions that don't involve any trade-offs with quality, price, shelf life or ease of use.



L'Oreal

L'Oreal has recently launched a new range of beauty products which are packaged in shower-friendly paper that is both recyclable and compostable

Deliver full traceability

Although it's early days, it appears that Blockchain-based technology could deliver a step change in the detail and accuracy of traceability.

Look to embrace this and celebrate the provenance of your ingredients. Make sure every step of your supply chains will stand up to the closest scrutiny.

Create emotional connections

Ethics is not just about facts and figures. Stories can be even more influential. Make sure your brands connect in a compelling way with the aspirations of a younger generation. Don't overclaim though because you are almost certain to be found out.

Retailer implications

Help shoppers make ethical choices

Manufacturers can make the ethics behind each of their brands clear but it is the job of retailers to help shoppers navigate through the choices available.

Make this as simple as possible to avoid information overload but bear in mind that different people are passionate about different issues. Use the conventional mechanics effectively such as advertising, merchandising, signage and customer magazines. Then consider how to use the full power of online services, such as social media and shopping apps to inform and guide shoppers. Make sure your own company's principles stand out through all this.

Audit your ethical standards

In tomorrow's world, it will be increasingly difficult for retailers to offload responsibility for ethical standards to their suppliers, just as manufacturers will be unable to do this for ingredient suppliers.

Use the latest in traceability technologies to ensure your suppliers have ethical standards that you would be proud of.

Make recycling seamless

Stores are natural points to promote and enable recycling. Refill stations, packaging deposit and re-use schemes could appeal to a growing number of shoppers.

Consideration checklist

What can you, as retailers and manufacturers, start doing differently right away to prepare for the shoppers of the future? Here are seven ideas:

Develop shopper experiences that drive emotional engagement

To ensure food and grocery shopping gets a good share of people's time. Provide more engaging shopper experiences but also analyse your layouts, to help shoppers get in and out of stores more efficiently

Invest and collaborate with others on shopper data and insight

Data and insight will form the bedrock of fulfilling shopper needs. Retailers and suppliers will need to work collaboratively to maximise the benefits of shopper data

Help shoppers to optimise their shopping time

Time spent food and grocery shopping can be enjoyable but also frustrating. Ensure you make shopping as easy and efficient as possible for your customers

Develop products for different consumption occasions

Don't let your products be typecast for a specific occasion only. Using NPD or repositioning your existing ranges, consider how you can tap into currently unmet consumption occasions

Experiment via online and digital platforms

This is a cost-effective way to test new initiatives, e.g. personalisation or time-optimising activities, before migrating the biggest successes to a physical store environment

Target your shopper messaging and communication

A one-size-fits-all approach no longer works. Target your communication to ensure your messages cut through

Support shoppers' ethical aspirations

There are a number of tipping points which will mean ethical aspirations will rise up the shopper agenda. Support shoppers with increased choice, convenience and value of ranges

Trial new initiatives with the most influential shoppers

To test shopper appetite for new initiatives, conduct trials with specific shopper groups and particularly Influencer Shoppers who are receptive to change and strong ambassadors

Trial new initiatives with Influencer Shoppers

These shoppers will be pivotal to the adoption of the five mega-trends. Identify who they are and use them to land your initiatives

Our approach

In researching for this report, we used a variety of sources to develop our view.

These included:

Our regular insight solution which tracks the views of over 2,000 British grocery shoppers every month.

Immersive shopper groups – our team of shopper experts conducted in-depth shopper workshops to gain first-hand views on what shoppers imagine will be important to them in future.

Future-focused survey – using projective techniques to understanding future behaviour, we validated our qualitative research with a questionnaire among nearly 2,000 British grocery shoppers.

We used this data to test a series of hypotheses about future shopper behaviour before reaching our conclusions on the five biggest mega-trends to follow.

Finally, we drew on IGD's global team and experts in retail and shopper insight, economics and supply chain in order to assess the implications.

Next steps

IGD Services Limited provides a range of commercial services including research and insight on the food and grocery industry.

Here are five ways in which you can follow up on the report:

1 WE DELIVER

Why not commission us to present the Shoppers of the Future report at your workplace? We can tailor the briefing to correspond to your needs.

2 KNOWLEDGE

For regular insights from IGD, sign up to your choice of free digital newsletters from a wide range of topics.

igd.com/newsletters

3 PERSONALISATION

Interested in commissioning specific research for your business? Why not speak to us?

4 TRAINING

We can help you prepare for the future through our workshops or bespoke training.

5 EVENTS

Our Trade Briefings for major retailers and our research-led conferences attract delegates from around the world. Browse upcoming events and sign-up in the link below.

igd.com/events

So, take the next steps with us today at...

igd.com/nextsteps

Want to know more?

IGD regularly publishes research on strategic challenges and opportunities for the food and grocery sector.

For instance, our Online Store of the Future and our Evolution of the Physical Store reports present a shopper-centric view of how grocery retailing is set to change.

Our Bridging the Skills Gap report assesses current and future skills gaps in our industry and recommends solutions.

Our Eating Well and Eating Out research explores the commercial opportunities arising from the growing consumer demand for healthier choices when eating out of home.

To access these reports and all our recent free content visit: **igd.com/igdfutures**

Coming soon is our Supply Chains for Growth report and early in 2019, our view on Developing the Digital Skills of the Future.

Sign up to be the first to receive these reports...

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