

# The Future of Social Selling and Storytelling in Food

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Key findings

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Social selling and storytelling become key trends in the food industry

How the e-commerce industry developed globally

High usage of smartphones brings the popularity of social selling in 2020s

High potential of social commerce for MZ consumers in the food industry

The future of mobile commerce powered by social commerce

Social commerce in food industry will open up potential markets in APAC

## SUCCESSFUL CASE STUDIES IN SOCIAL SELLING

How social selling can be developed

## LEARNING FROM SUCCESSFUL STORIES

New business model required for social selling in a contactless era

Sending gifts via messaging apps boosts disruption in social commerce

Kakao gifting leads to successful Pepero Day in South Korea

Live commerce in the food industry effectively appeals to all generations

Livestream helps consumers to engage and make impulse purchases

Based on loyal customers, TV homeshopping leverages live selling

Group buying platforms skyrocket within social media

Group buying settles as a new e-commerce model in Singapore

## THE IMPORTANCE OF STORYTELLING

What are the elements of storytelling?

Consumers will rely more on storytelling through social media

Social media has a greater impact on pet owners' shopping patterns

Warm pet story with unexpected twist successfully attracts consumers

Information around health trends is actively shared via social media

The premium yoghurt segment established via storytelling on social media

Storytelling around sustainability can engage eco-conscious consumers

Tony's Chocolonely delivers its brand philosophy using social commerce

## KEY TAKEAWAYS: THE FUTURE OF SOCIAL SELLING WITH STORYTELLING

Disruptive social media continues to evolve into social commerce

Data from social media is valued for successful marketing

Key areas for effective storytelling on social media in the food industry

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