

Where Consumers Shop for Staple Foods

April 2023

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INTRODUCTION

Scope

Key findings

INDUSTRY SNAPSHOT

Inflation boosts current value sales in 2022 beyond volume sales

Volume sales growth falls short of value growth in retail sales

Different categories drive the sales in respective regions across the globe

CHANNEL SHIFTS

Retail offline dominates, but e-commerce continues to retain customers after the pandemic

Category largely sold in Asia Pacific leads channel shifts to e-commerce in staple foods

Channel shifts to e-commerce differ at category and regional levels

South Korea is the largest market for e-commerce shares of staple foods

RETAIL OFFLINE

Modern grocery is the main channel, but small grocery sees dramatic growth in Asia Pacific

Growth dynamic differs in the face of inflation at a regional level

Costco catches up with discounters amid a toughening economic context

D iscounters represents strong dominance in European regions

Aldi and Lidl maintain the leadership of global discounters

Private label gains ground with the increasing number of price-sensitive shoppers

Private label is burgeoning in Western Europe and North America in sales value

Private label is increasingly seen as the ideal low-cost option in staple foods

RETAIL E-COMMERCE

The main staple foods products are the winning category in e-commerce

Asia Pacific is the regional leader in e-commerce sales of staple foods

China drives e-commerce sales in 2022 staple foods due to restart of lockdowns

US- and China-based players take the lead in global e-commerce retailing

FUTURE DEVELOPMENTS

Inflation forecast to decline in 2023 and discounters benefit as spending is squeezed

The industry is set to grow with inflation and hybrid working

Metaverse may provide a unique way to tap into younger consumers

Key takeaways

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