The Omnichannel Disruption

TODAY

Shoppers using online grocery retailers at least sometimes has nearly doubled in the last 3 years
16% in 2015 >> 28% in 2018. [1]

TOMORROW

40% of total center store sales move online by 2025. [2]

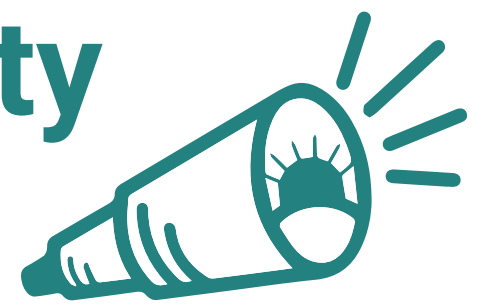**$100 Billion** spent on online grocery by 2022.

Up to 70% of U.S. consumers will regularly purchase consumer packaged goods online in the next 5-7 years. [3]

1. FMI U.S. Grocery Shopper Trends, 2018

2. Dialogic Group LLC
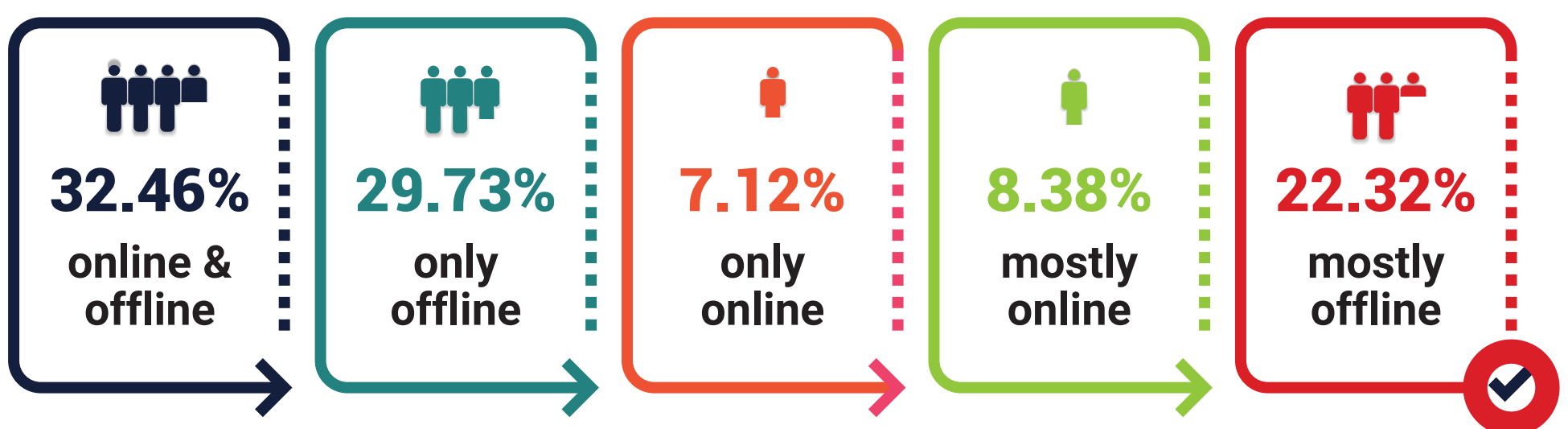
3. Nielsen, FMI Digital Reading Assessment, 2018

The Opportunity

Consumers demand the convenience of shopping how, when and through which channel they prefer: online, in-store or apps. And rolling out all the time are new channels, along with new ways to leverage existing shopping channels. It truly is an omnichannel world we live in.

Net-net, embracing this omnichannel challenge/opportunity means maximizing your growth and profitability.

FAVORITE WAYS FOR CONSUMERS TO SHOP:

32.46% online & offline	**29.73%** only offline	**7.12%** only online	**8.38%** mostly online	**22.32%** mostly offline

Key Trends:

Online purchases are growing by **105-115%**	→	Online purchases delivered to home **78%**	→	Purchases fulfilled from in-store inventory **84%**

Source: RSi data of Latest 365 days ending 10/23/2018 vs. year ago

Are you Ready?

With the explosive growth in online shopping, retailers now must grapple with multiple "prime shopping" times throughout the day – the traditional late afternoon shoppers, and the frequently online "click & collect" orders earlier in the day. The trend, however, is moving quickly toward anytime collection.

POS data from "click & collect" sales don't hit inventory systems until after goods are paid for, causing a serious out-of-stocks (OOS) problem for your traditional and online shoppers alike. **15% of consumer products listed on U.S. online** ordering services are out of stock when it comes to fulfilling them, **nearly double the rate in stores.** [4]

That's a recipe for creating unhappy customers.

So, how do you deliver an ideal omnichannel shopping experience and drive increased sales and profits?

4. GMA 2019

Right Product, Right Place, Right Time, Right Cost

Increase sales with real-time promotional forecasts & proactively eliminate the causes of OOS.

Collect and analyze real-time data from multiple systems	Understand which products and categories drive "click & collect" sales	Continuously predict occurrence and cause of OOS	Improve sales with real-time promotional forecasts	Optimize in-stock rates to meet fulfillment demand patterns

Delight your customers and maximize your omnichannel sales and profits by utilizing an integrated forecasting and fulfillment model. That's how you grow, profit, and RULE.

To learn more about solving the omnichannel dilemma by developing an integrated forecasting and fulfillment model, contact RSi today:

marketing@retailsolutions.com