

**KANTAR**

Breakthrough  
Insights **2022**

Retail, Shopper & Category Insights

# Executive Summary

Our 2022 edition of Breakthrough Insights highlights key reports from this year that relate to each of the five major retail themes we monitored in 2022. These pieces reinforce just how relevant the issues we addressed in our research remain as we transition into a new year.



## Macro Upside Down

The Macro Upside Down shows us that while some economic factors have stabilized after the last few years, many remain erratic, unpredictable, and completely new to the landscape. What are the implications of major global events and how can retailers and brands navigate this environment?



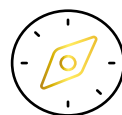
## "Me" Commerce

Shoppers' changing values and routines are giving way to "Me" Commerce. As shoppers gain more power, they expect a more personalized retail experience. The retailers and suppliers that can deliver these individualized experiences stand to reap the greatest rewards.



## The Shopper Puzzle

Shoppers are not a "one size fits all" proposition. By diverging into more complex cohorts and routines, they have created a Shopper Puzzle that requires a high degree of precision to piece together.



## The Cultural Compass

The Cultural Compass of 2022 points to a more urgent need for brands to put their talk of social awareness and responsibility into action. Beyond price or convenience, shoppers increasingly value brands that play a broader role in their communities.



## The Fluid Ecosystem

The past few years have thrown a multitude of roadblocks and delays into the supply chain. The retailers and brands that successfully overcame them demonstrated their flexibility and openness to innovation. The Fluid Ecosystem shows us what retailers and vendors need to do to remain agile in the face of new demand, shocks, and opportunities.

If you are interested in finding out more beyond this snapshot, reach out to our team of industry-leading experts [here](#). Learn how to infuse Kantar's insights into your business to ensure continued growth and success.



# Macro Upside Down

Recession risks rise  
along with interest  
rates

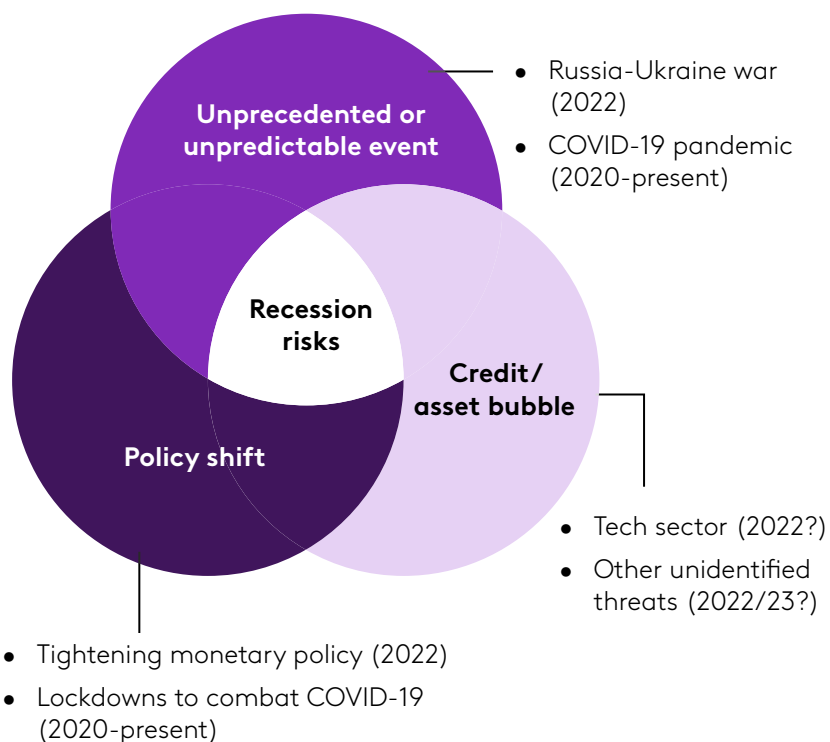


**Doug Hermanson**

Principal Economist

Unpredictable global events that lead to policy shifts combined with ballooning asset and credit bubbles could be the formula for the next recession. The Fed is working to avoid such a scenario, but retailers and suppliers should still build plans that account not only for weak demand over the next 18 months but also a worst-case scenario of a full-blown recession.

## Recession Risks at Play



Source: Kantar



All of these factors suggest that the Fed could be chasing shadows into 2023 as it struggles to match the more reliable, albeit imperfect, information it is getting on domestic demand with rapidly shifting – and unpredictable – policies in Europe and China that will have a lagging effect on North American supplies and commodity prices.



# The Shopper Puzzle

Online grocery shopping update



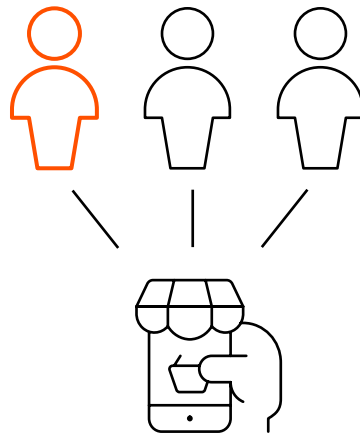
**Eleanor Thacher**

Senior Analyst,  
Shopper Insights

The number of shoppers who do most of their grocery shopping online has dropped overall since late last year, while occasional use has grown across key segments.

After grocery delivery and pickup soared to record levels during the pandemic, multiple factors now determine shoppers' grocery routines. Many shoppers are open to a return to store, but for others, whether to shop for groceries online is determined by cost, convenience, product selection, and even third-party delivery.

As routines and preferences continue to shift, retailers will need to react quickly based on demand.



Nearly one-third of online grocery shoppers agree that speed and pickup times are not an issue for online shopping, which is a huge accomplishment compared with the state of grocery ecommerce a year ago.

Source: ShopperScape® Grocery Deep Dive



Ensure the product selection process allows shoppers more control over items picked (e.g., quality guarantees, tiered substitution options, photos/videos of products before approving) to increase online delivery use.





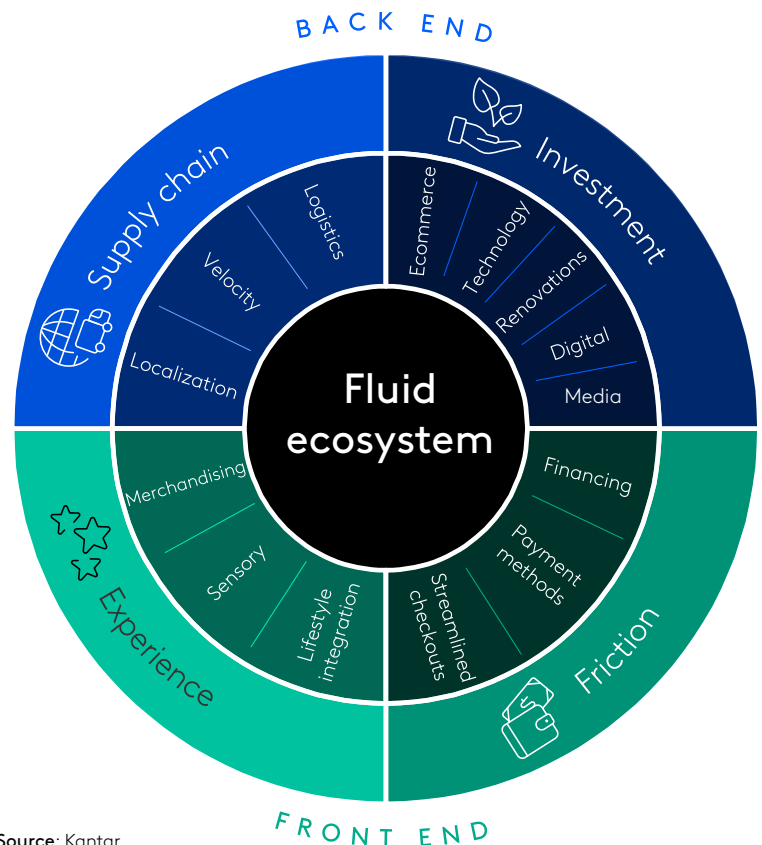
# The Fluid Ecosystem

Developing the fluid ecosystem for post-COVID retail



**Amar Singh**  
Senior Director

Retailers are building their capabilities and integrating their operations with vendors to remain agile amid constant business disruptions. The goal is to achieve a fully fluid ecosystem. The back end combines supply chain logistics and innovations and investment in new technology with less friction on the front end to enhance the overall shopper experience. Retailers should strive to minimize supply chain disruptions and maximize shopper engagement and disruptions in store to deliver experiences in addition to products.



Source: Kantar



Retailers are reinforcing ecosystems to optimize shoppers' share of life. The future of retail moves away from transactional to an experienced-based relationship.



# 'Me' Commerce

## Quick commerce lessons from Europe



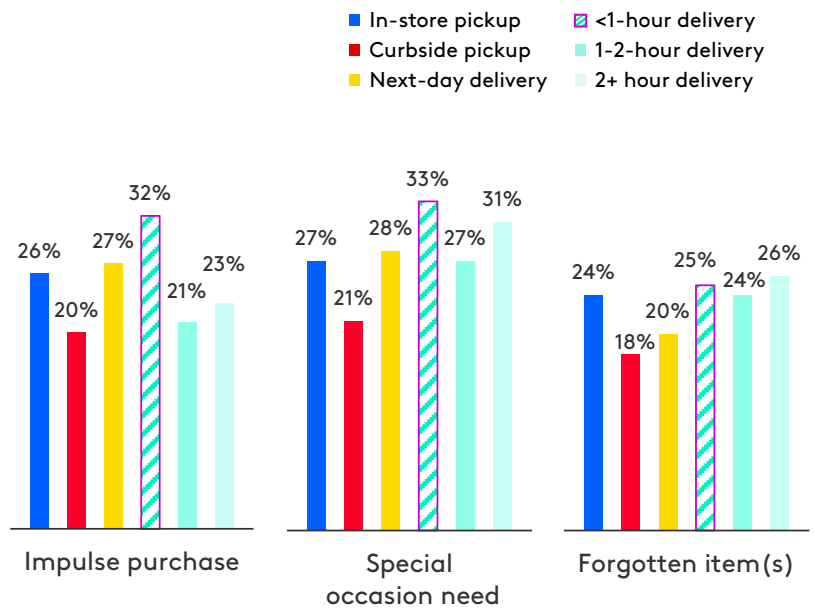
**Rachel Dalton**  
Head of Retail Insights



**Malcom Pinkerton**  
Senior Director of Research Insights

The quick commerce opportunities and trends that are evolving in Europe have implications for and will eventually make their way to North America. Higher demand for delivering products in smaller quantities, in the moment, will define the next generation of grocery ecommerce. With a growing digital economy and need for speed and simplicity, on demand is here to stay, playing a bigger role in shoppers' lives.

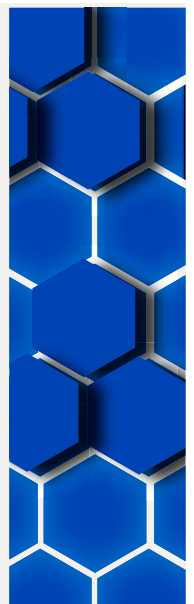
### Use of Fulfillment Method for Last-Minute Trips (among online grocery shoppers)



Source: ShopperScape® Fulfillment Quick Dive



[On demand] has implications for assortment, packaging, the need to create new capabilities or collaborate with intermediaries to establish stand-alone solutions, and the potential need for creating unique SKUs for these models that serve distinct missions or occasions.





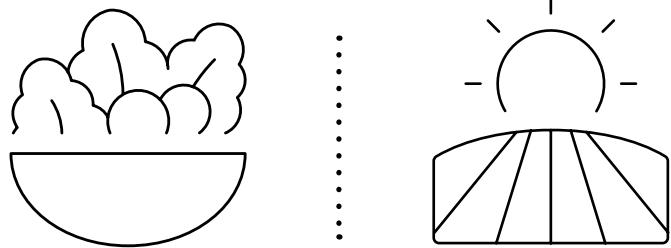
# The Cultural Compass

Farm-to-table: Food technology, sources, and sustainability



**Barry Thomas**  
Senior Thought Leader

Trends in food technology, sources, and sustainability are converging as some of the most important themes in food service and retail. Companies in these sectors will see these three factors grow in importance to the industry as well as to consumers. Food industry brands must adopt new methods of local sourcing, brand storytelling, technologies, and routes to market to remain successful in this dynamic and increasingly competitive landscape for meals.

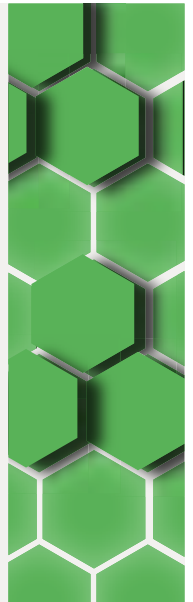


**96%** of shoppers agree that local food is the freshest, healthiest, most nutritious, and safest available.

Source: Goforager.com



As consumer demand grows for more locally sourced food and beverages, expect many new micro and challenger brands to arise and compete with legacy FMCG companies. We can expect competition for fresh foods to increase and threaten legacy packaged brands.



We hope you enjoyed this retrospective of our 2022 themes and trending insights. If you want to learn more from our subject-matter experts and get an exclusive preview of our 2023 retail themes, please join us at our [2022 Retail Insights Conference](#).





# KANTAR

**About Kantar:** Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.

**Information and follow-up:**

[retailiq.kantar.com](https://retailiq.kantar.com)

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