



PRESS INFORMATION

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Ominshoppers everywhere

Is the digitalisation the end of the supermarket?

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Pressesprecher

The digitalisation will reshape the food retail trade as strongly as the introduction of the self-service concept at the end of the 1950s, beginning of the 1960s in the past century.

New data-driven concepts are changing the marketing, sales and procurement of food, as well as the product development and organisation of the flows of goods. The food buyer of the future is an omnishopper, who combines the purchasing channels to please himself. He expects a networked buying experience, where the bricks-and-mortar trade, online media and the usage of mobile device all merge into one.

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Networked shopping experience

"The customers will use the social media, virtual marketplaces and comparison portals even more intensively to receive product information via their smartphone or table," Franz-Martin Rausch the Chief Executive Director of the BVLH is convinced. Mobile apps and messenger services will thus become more and more important both for gaining information prior to and while buying food as well as for product marketing.

The technology for the ever-faster progressing merging together of the online and offline trade is already available. For example, smart sensors on the sales space can collect manifold information. This would make it possible for instance to make corresponding production information available to the customer on his mobile phone in front of the respective shelf or lead him through the market when looking for a certain product.

The voice-controlled assistants that are becoming more and more popular in the households could also give the online food trade a boost mid-term.

Omnishoppers not only want to be able to shop anytime and everywhere, but also want to have the goods delivered to every desired location anytime. Single channel strategies do less and less justice to these changed consumer needs.

Deliver food everywhere at all times

The time slot precise delivery or the utilisation of new delivery points such as package boxes are big challenges for the route planning or for the management of ordering processes. In the near future, self-learning and self-driving systems could be implemented for the purpose. Even autonomous delivery in the public sector using a small robot vehicle is no longer utopian. The prerequisite for this is among others that the data on the delivery and storage logistics can be linked with that of the demand behaviour of the customer and integrated into a meaningful omnichannel strategy.

"The digitalisation will however not bring about the end of the supermarket," reassured Rausch everyone, who fears the immediate downfall of the bricks-and-mortar food retail trade. "The technology will facilitate shopping - both online and offline. But it won't replace visiting the supermarket. Because it is too important for the customers to be able to choose their food using all of their senses. Furthermore, due to the high density of the stores in Germany, the consumers can reach their food stores relatively conveniently. The online food trade will become more and more important for example for the provision with basic foodstuffs and beverages. In the shops on the other hand the focus will be more on advice, convenience and enjoyment.

The German Association of the German Retail Grocery Trade e.V. (BVLH) is a member of the German Retail Association (HDE) of the Trade Association for Food Labour. It represents the food-political interests of the trading companies vis-à-vis the legislation, authorities and public. In this area the BVLH is the contact person for politicians, the media, consumer organisations and the associations of the upstream industry.