

**COMMERCE  
LIVE**

 **Profitero**

# Tipping Point: How to Navigate the Surging Demand for Online Grocery, Now and Post COVID-19



Discuss the session live:  
**#2-grocery-cpg**



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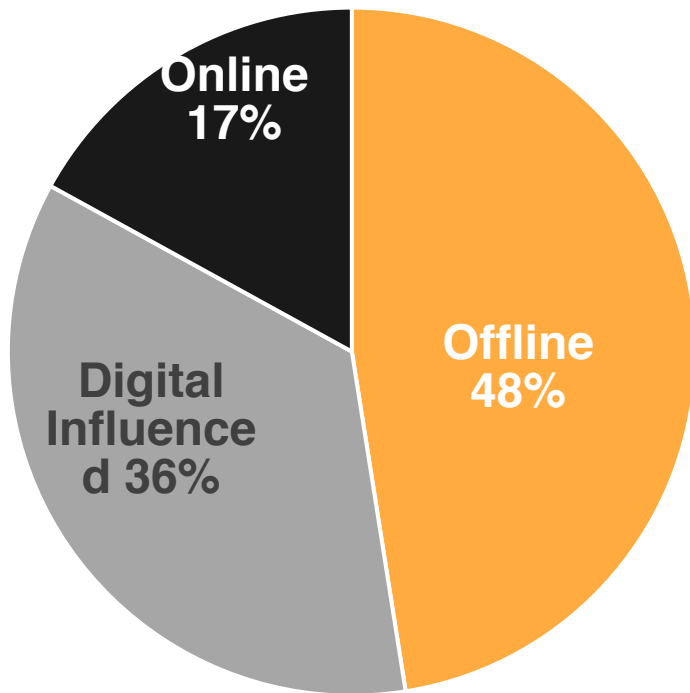


# Digital Penetration (% of Retail Sales)

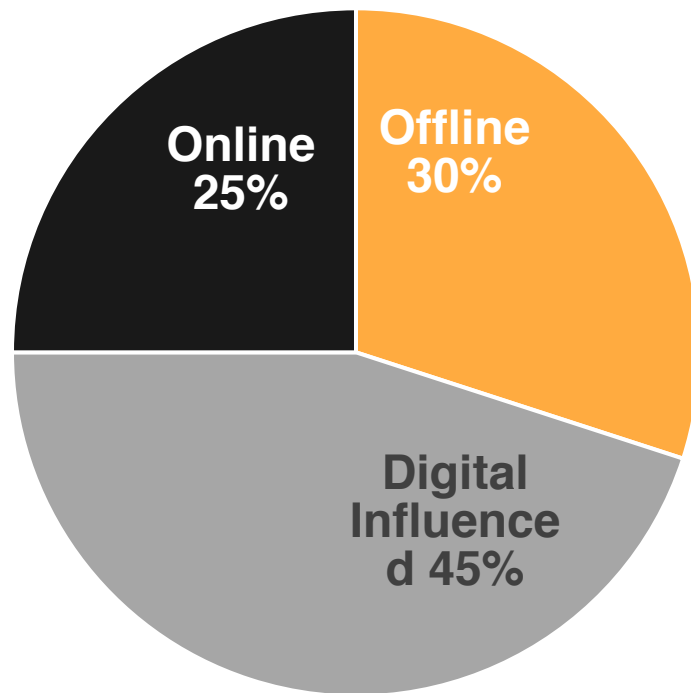


Source: Bank of America, U.S. Department of Commerce, ShawSpring Research

# 70% of Sales are now Digital Influenced



52% - Pre Covid 19



70% - Now

# E-Commerce Share of US Grocery Sales

3%

2019  
Pre-Covid

5%

2022 Forecast  
Pre-Covid

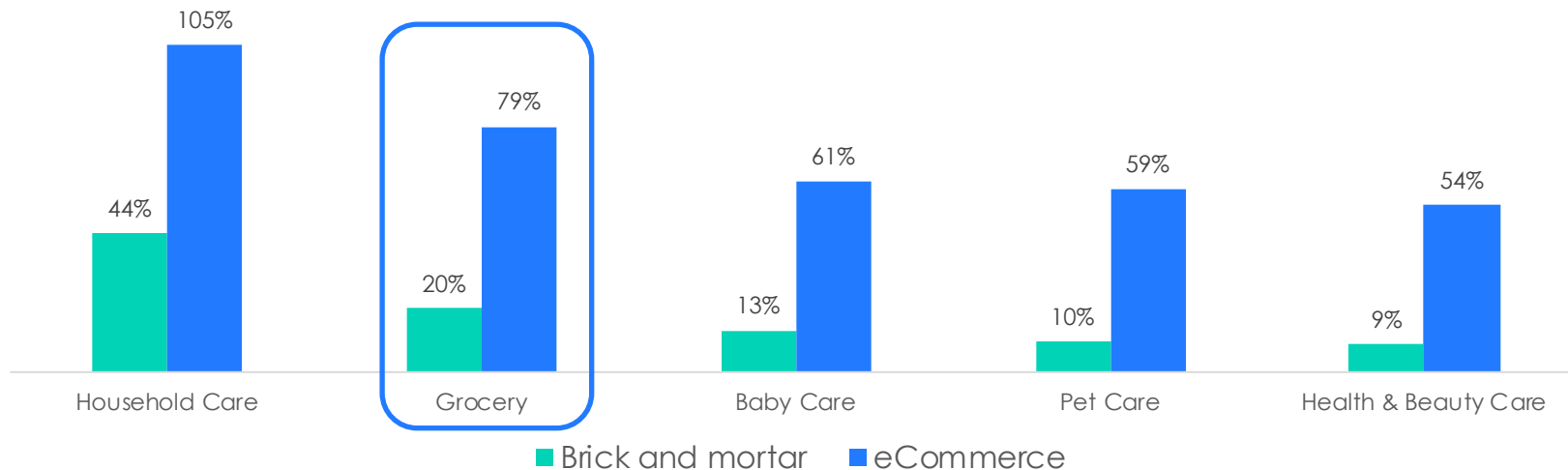
10%

April 2020

# For Grocery, eCommerce sales growth is 4x higher than brick and mortar growth

YoY sales growth by category – Total US Market

March-April 2020 vs year ago



Time period: March-April

Source: Nielsen/Rakuten panel data

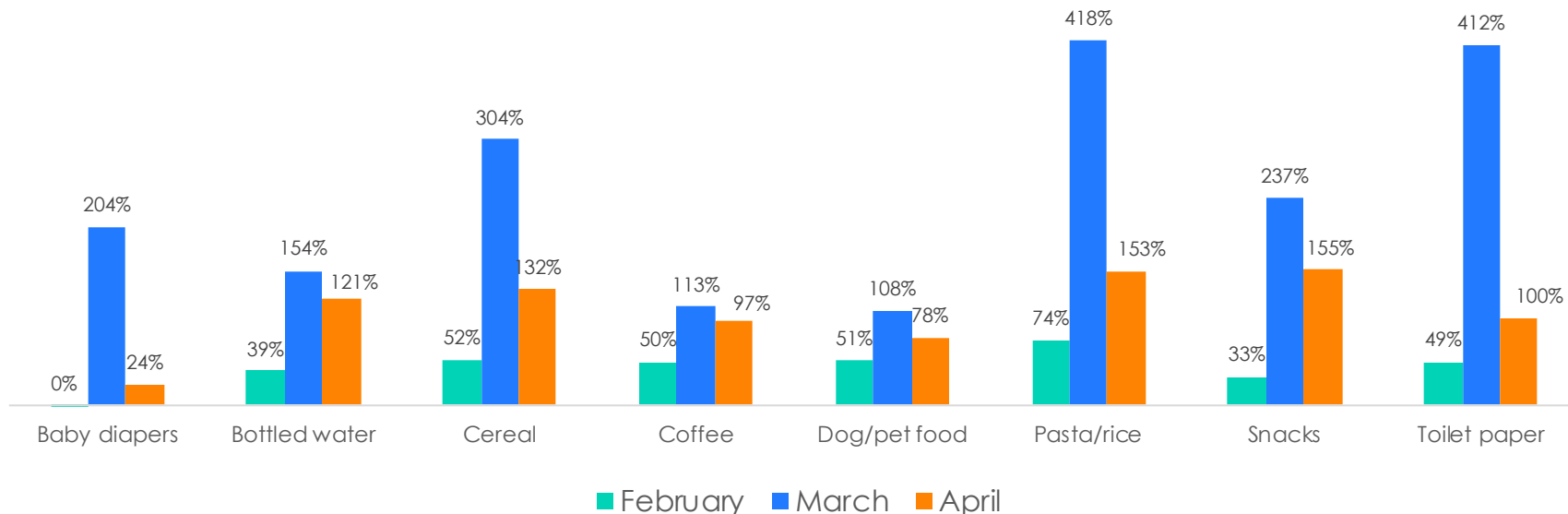
N= 124 categories

eComm share of total sales median for the categories studied = 6%

# On Amazon some pantry essential categories grew 300%+ when compared to the same period last year

YoY sales growth by sub category – Amazon.com

February-April 2020 vs year ago

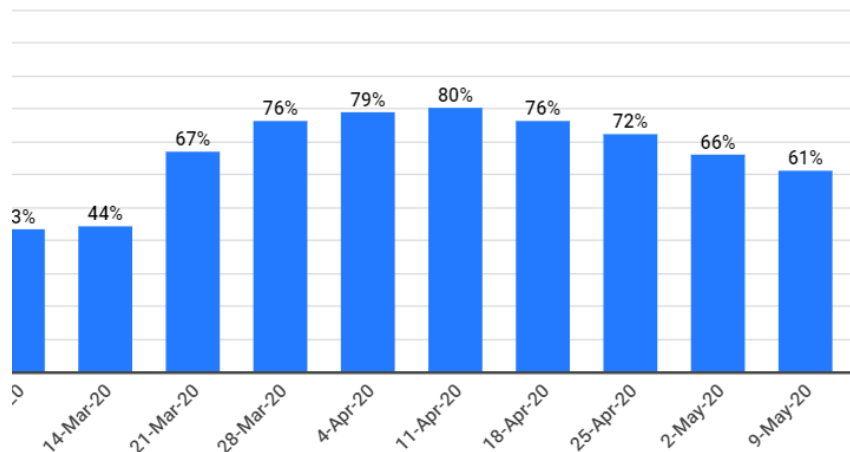


Time period: February-April  
Source: Profitero

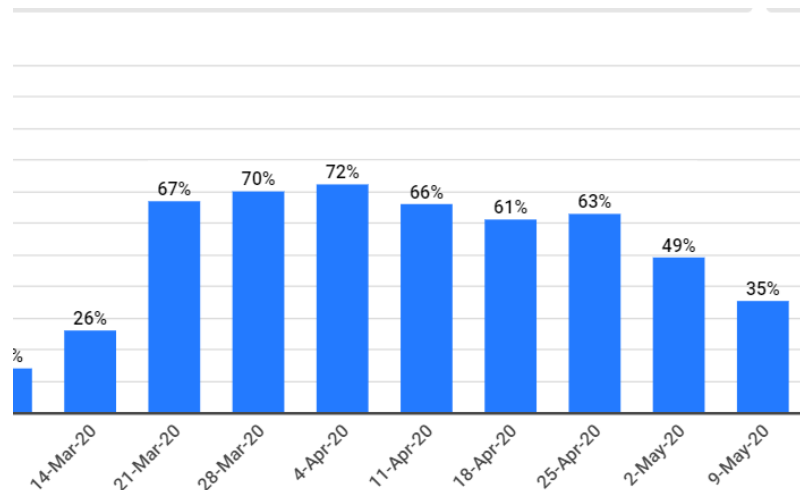


# Product availability is stabilizing for some categories

Out of stock rate: (%): Snacks  
Amazon



Out of stock rate: (%): Diapers  
Amazon



Time period: February-April  
Source: Profitero