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The Digital Revolution in Retail

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A History of Ecommerce

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A History of Ecommerce

- 1995 → eBay

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A History of Ecommerce

- 1995 eBay
- 2004 → Amazon Prime



A History of Ecommerce

- 1995 eBay
- 2004 Amazon Prime
- 2006 → Shopify



A History of Ecommerce

- 1995 eBay
- 2004 Amazon Prime
- 2006 Shopify
- 2008 → Instagram



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- 1995 eBay
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- 2006 Shopify
- 2008 Instagram
- 2011 → Facebook Ads



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- 2012 ➔ Instacart



A History of Ecommerce

- 1995 eBay
- 2004 Amazon Prime
- 2006 Shopify
- 2008 Instagram
- 2011 Facebook Ads
- 2013 Apple Pay
- 2016 ➡ Facebook Marketplace



A History of Ecommerce

- 1995 eBay
- 2004 Amazon Prime
- 2006 Shopify
- 2008 Instagram
- 2011 Facebook Ads
- 2012 Instacart
- 2016 Facebook Marketplace
- 2020 ➡ The Pandemic



AGENDA

01 The Digital Revolution

The Digital Revolution

02 Who cares?

What does this mean for you?

03 Math Doesn't Lie

Shocking Growth Numbers

04 Gateway to the Frontier

Four Strategies

05 Questions



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01 The Digital Revolution

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BAKERY

Ready to pick up in 5 minutes
Track to Cart



01 The Digital Revolution

Caper Cart, Dash Cart and *the shopping cart that knows you.*



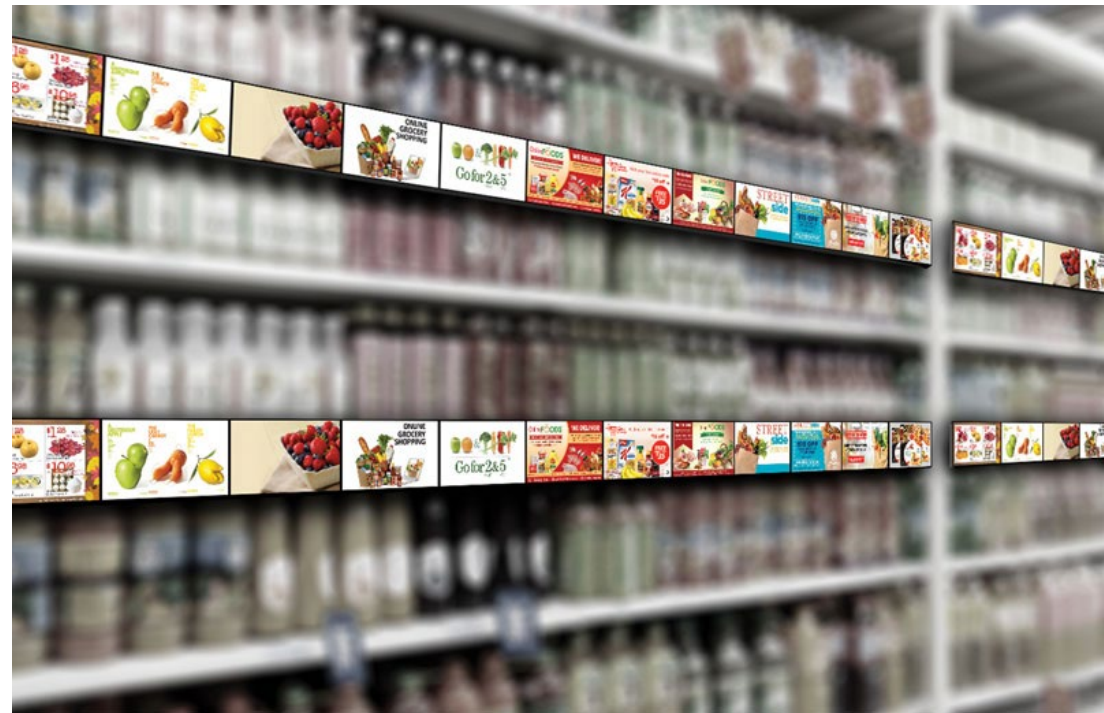
01 The Digital Revolution

**Ocado, Walmart,
and AI-powered
fulfillment.**



01 The Digital Revolution

**Aldi, Walmart,
Whole Foods and
the Digital Shelf**





01 The Digital Revolution

**Kroger, Walmart,
and Unmanned
Delivery**



01 The Digital Revolution

**Sam's, Circle K,
and Touchless
Checkout**







02 Who cares?

A shift in the WAY customer SHOP.

~~In-Store~~

~~Ecommerce~~

Click-and-Collect

A shift in the ACCESS we have to the customer.

Digital access in-store

Digital access at home

A shift in the CONTROL we have at the retailer.

Unprecedented control

Unprecedented visibility



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03 Math Doesn't Lie

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03 Math Doesn't Lie

3 Trends, by the numbers

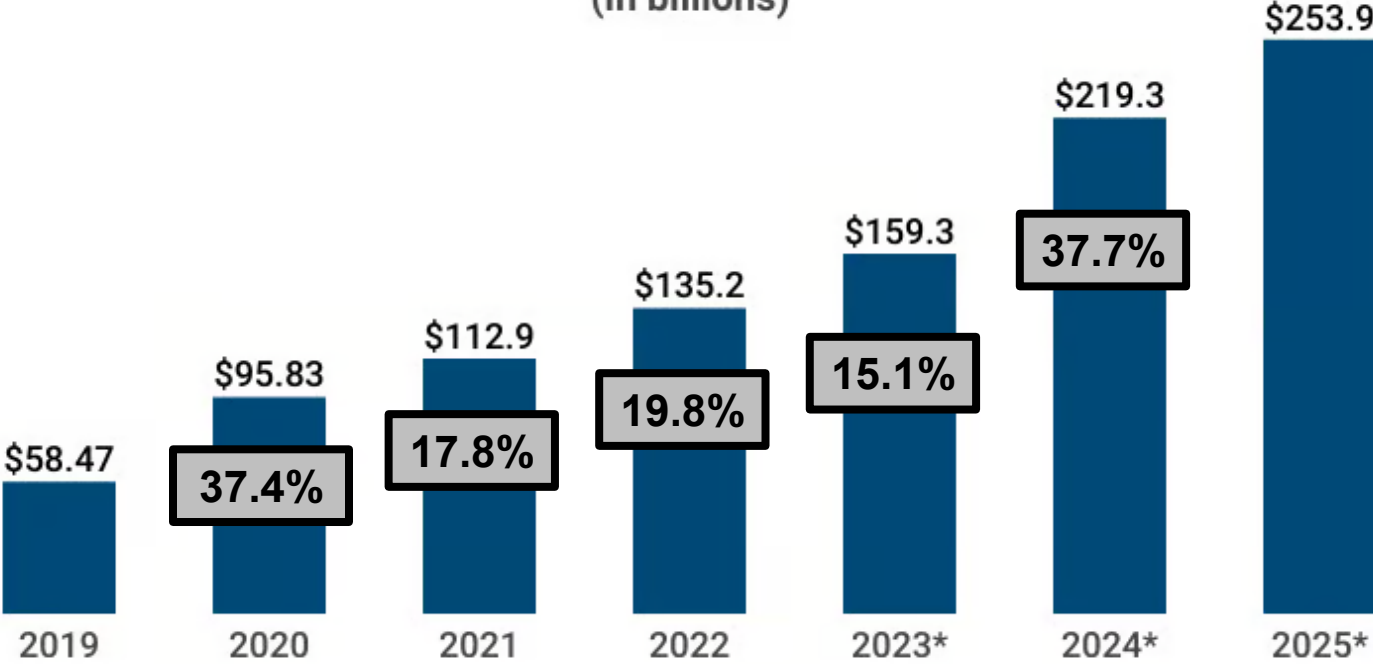
1. Retail Fulfillment (Click and Collect)
2. Product research and discovery
3. Retail Tech.



03 Math Doesn't Lie: Click and Collect

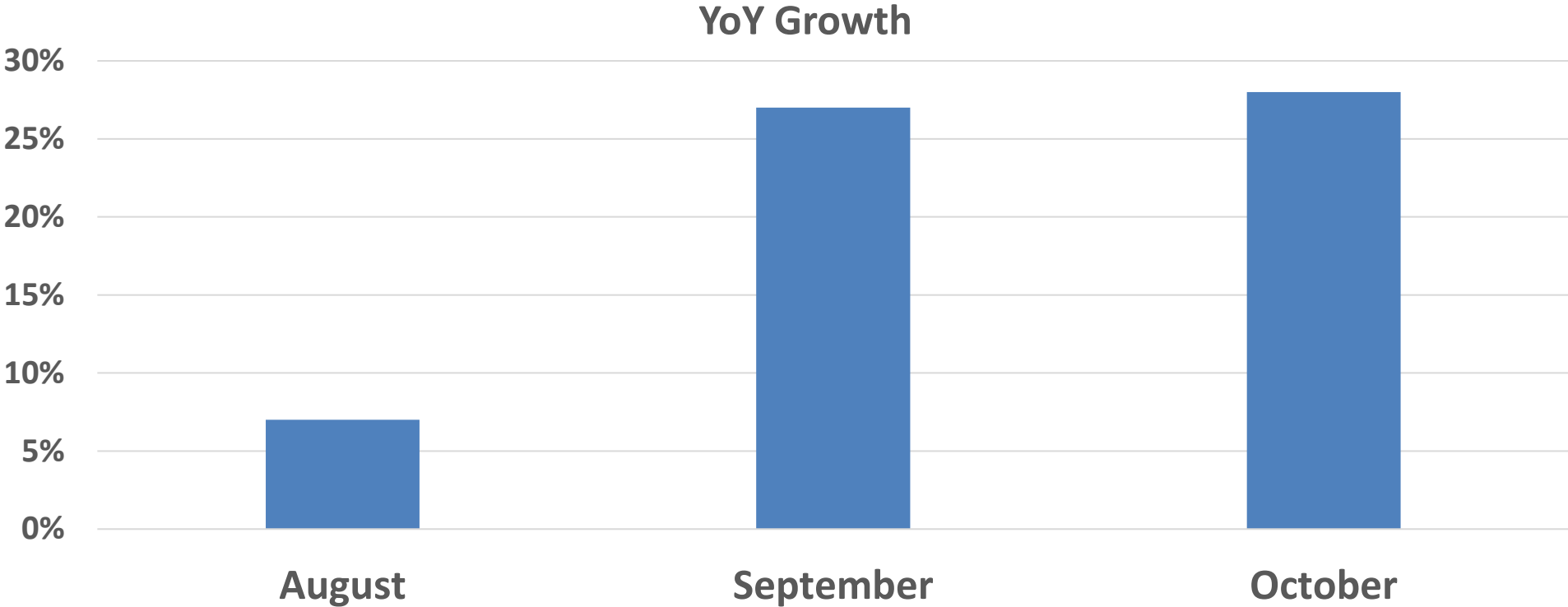
U.S. Online Grocery Spending

(in billions)





03 Math Doesn't Lie: Click and Collect

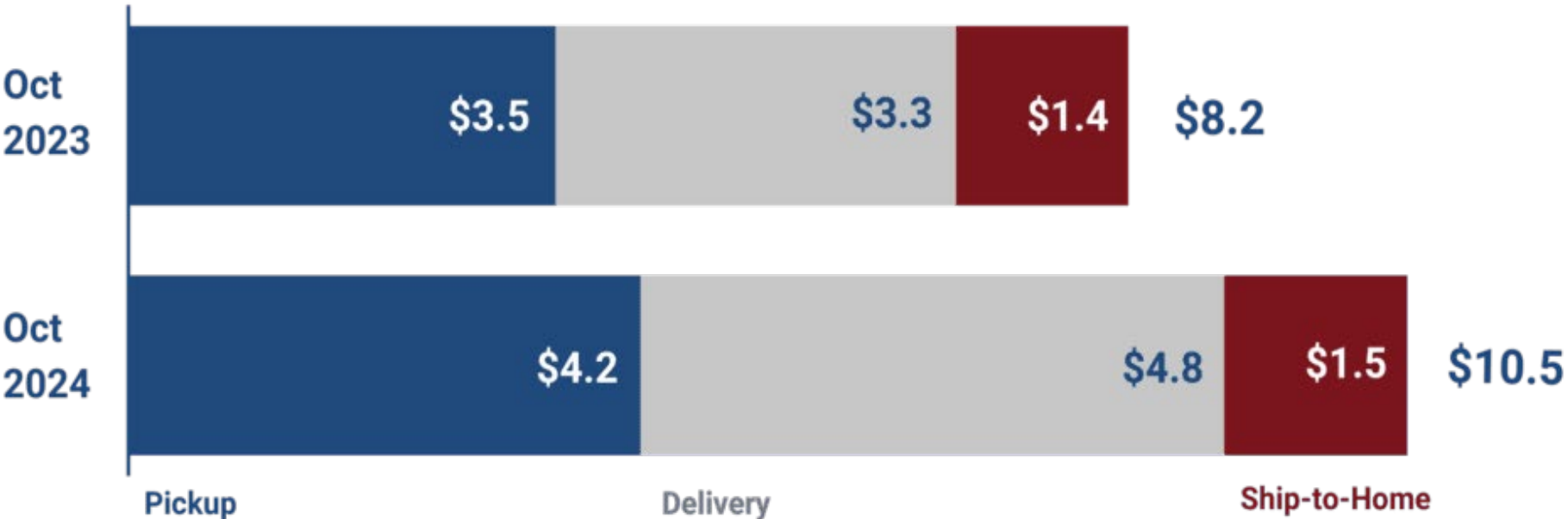




03 Math Doesn't Lie: Click and Collect

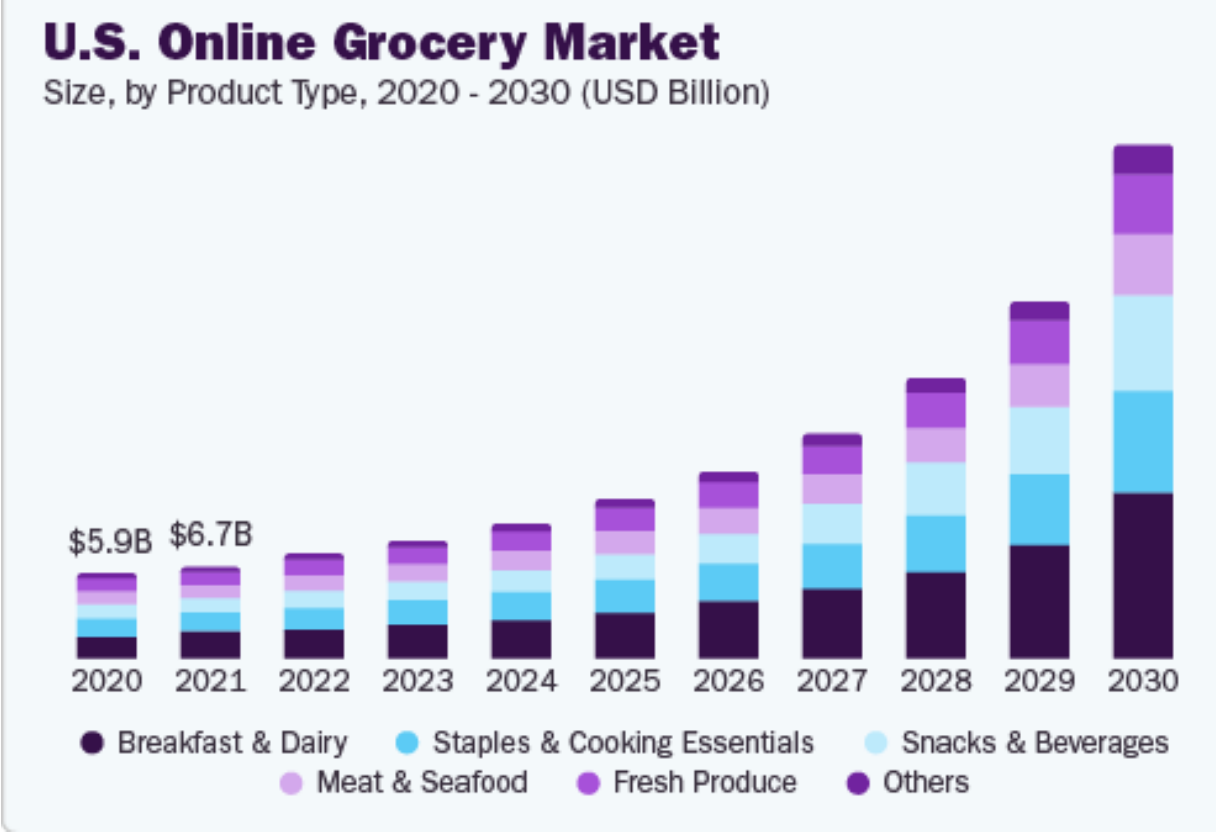
Monthly U.S. Online Grocery Sales: October 2024

Billions, USD





03 Math Doesn't Lie: Click and Collect





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03 Math Doesn't Lie: Product Discovery

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03 Math Doesn't Lie: Product Discovery

👉 2/3 of Gen Z are adults



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👉 Target: 75% of shoppers consult phones in-store.



03 Math Doesn't Lie: Product Discovery

2/3 of Gen Z are adults

e-Marketer: 64% of Gen Z use TikTok for search.

e-Marketer: 49% of Gen Y use TikTok for search.

Target: 75% of shoppers leverage phone while in-store.

👉 Mastercard: 69% price-compare from phones in-store.



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03 Math Doesn't Lie: Retail Tech

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03 Math Doesn't Lie: Retail Technology

Smart Carts: Walmart, Aldi, Kroger, WF, Hy-Vee, others.

Digital Shelf: Walmart to complete rollout by 2026.

Autonomous delivery market growing at 25% per year.

There will be 150,000 retail robotics deployed by 2025.

👉 Amazon committed \$2.1 Billion to retail delivery.



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04 Gateway to the Frontier

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1. Double Down on 3rd Party Delivery

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Instacart – the largest at 80,000 doors



DoorDash – the fastest growing



Grubhub



Uber Eats

These are tools, not channels!



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2. Don't Sleep on 1st Party Delivery/ Pick-up

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- **Leverage Retailer Media Platforms.**
- **Whole Foods Media, Kroger 8451, Sprouts RTD.**
- **Optimize Images and Listings.**
- **Audit your front end.**



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3. Practice Social to Retail

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- **Be searchable on TikTok, other socials.**
 - **User Generated Content is King.**
 - **Learn to drive social traffic to retail.**
 - **Unified commerce: Let your customers flow.**
- 👉 **UseCrafted.com**



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Bonus: Never bet against Amazon.

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“I skate to where the puck is going to be, not to where it has been.” -Gretzky

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