Vastuullisuudesta kiinnostunut kuluttaja ruuan verkkokaupassa

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ADA INSIGHTS

MY BACKGROUND

A?

UNIVERSITY OF OXFORD

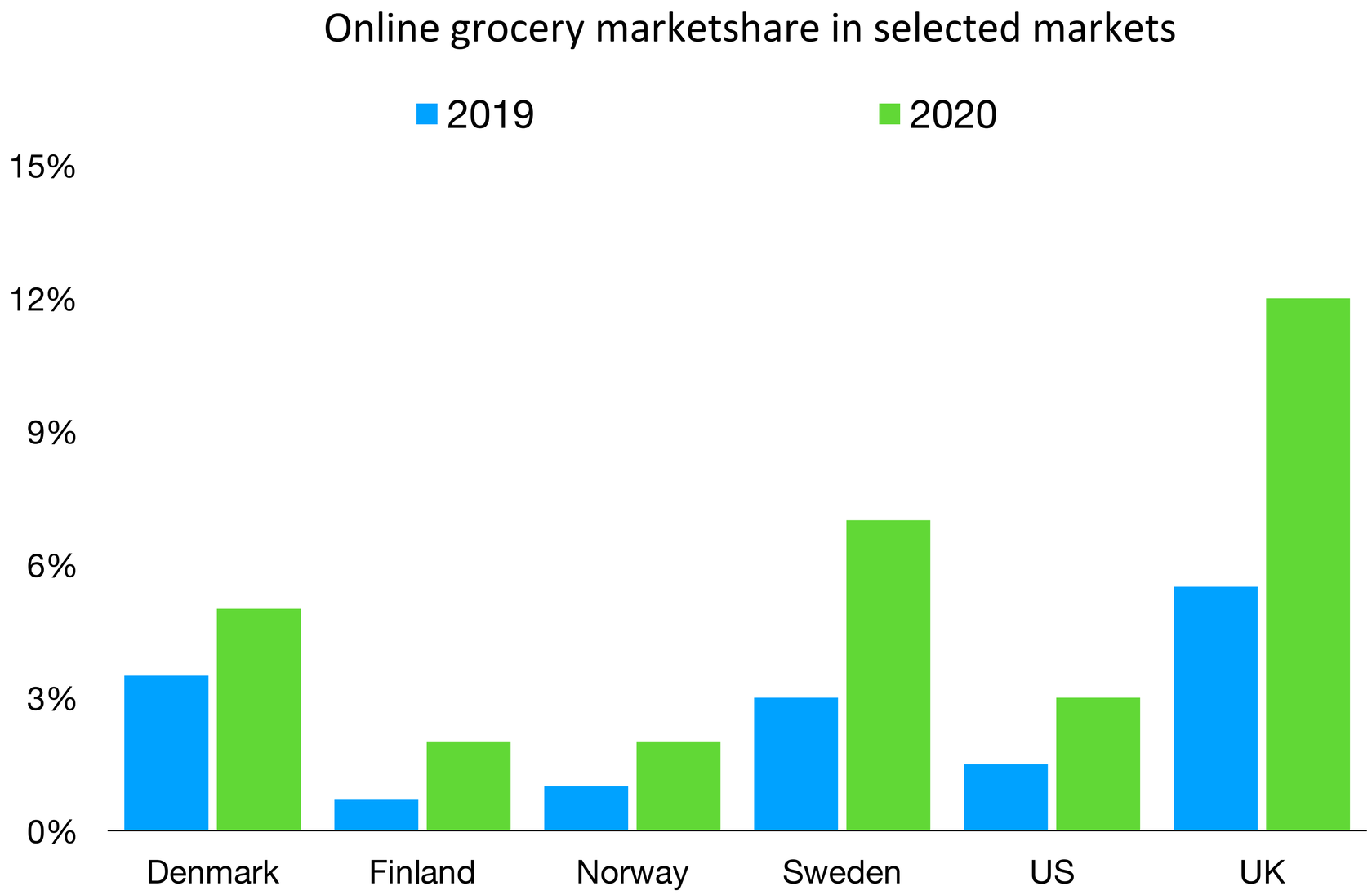
ada FRESH

K

SOLITA

PANDEMIC AS A STEP CHANGE

Online grocery big winner



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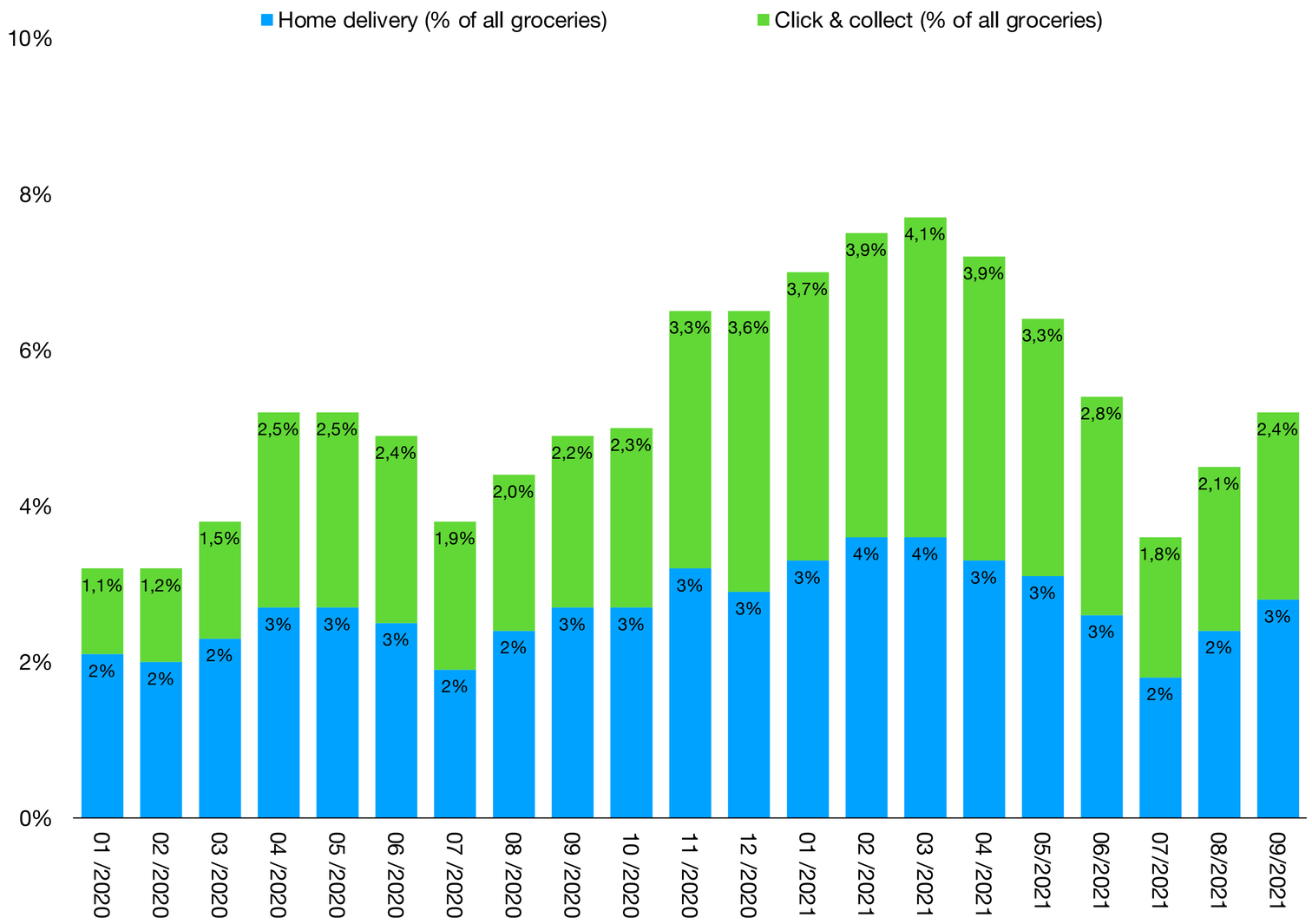
Online grocery growth plateauing after the pandemic?



Source: Svensk Dagligvaruhandel, Dagligvaruindex

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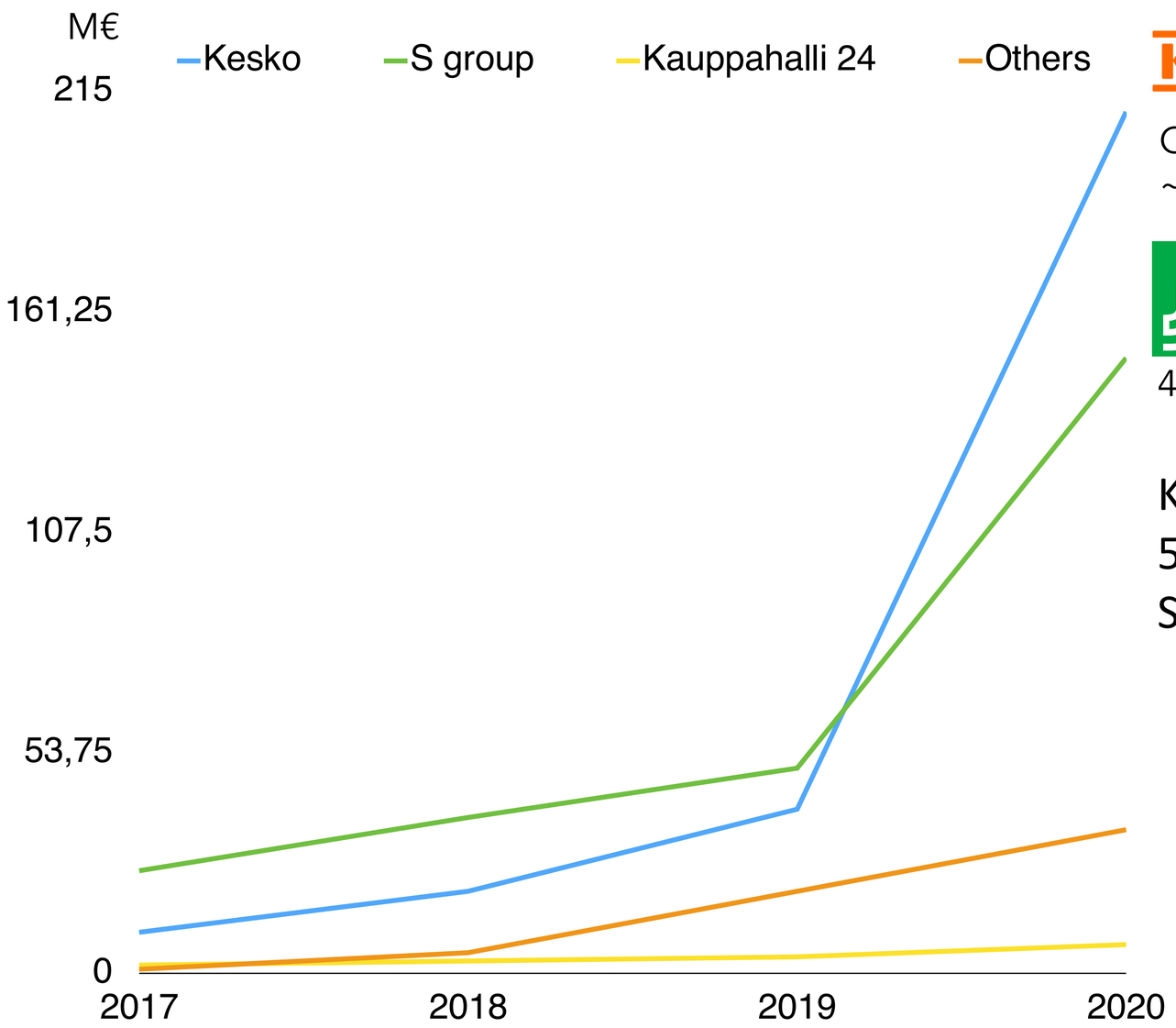
Step change for online in Finland during 2020

Share of all groceries from 0,5 % to 2 %



K Ruoka

Online: **2,9 %** of all revenue
~50 % share of market

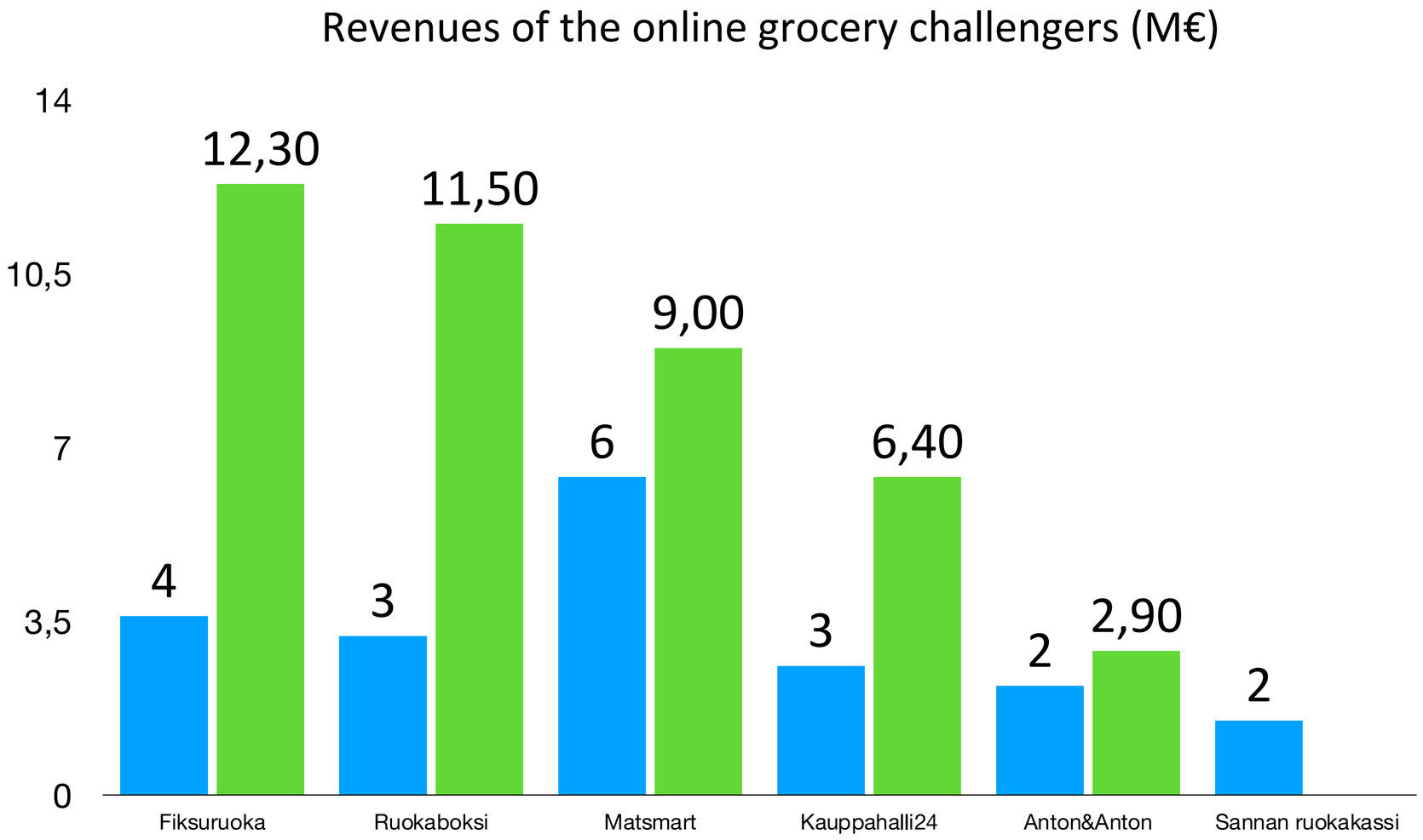
40+ % share of market

Kesko accelerated by 500+% to surpass S-Group

Online grocery challengers grew rapidly during the pandemic

Kauppahalli24.fi

MATSMART



Anton&Anton figures include data from Brick and mortar stores, Growfit financial data not available 2019, Sannan Ruokakassi financial data not avalable 2020

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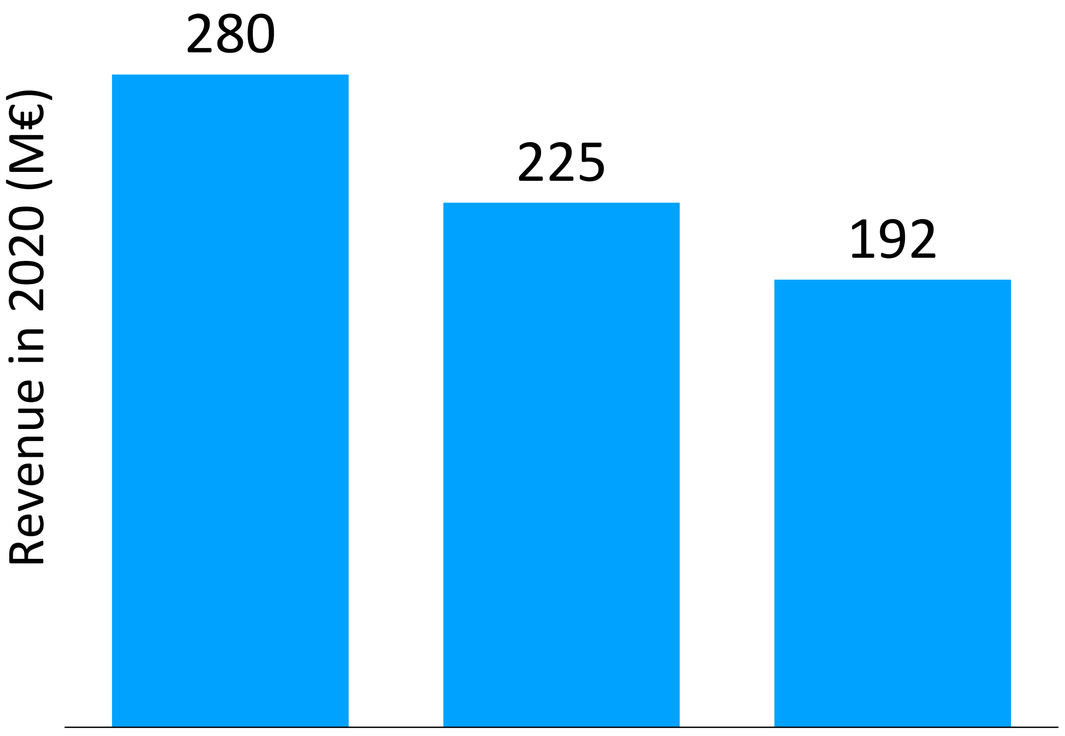
Finland finally gets a significant online challenger



nemlig.com DAGLIGVARER NÅR DET PASSER DIG

MatHem.se din matbutik på nätet

oda

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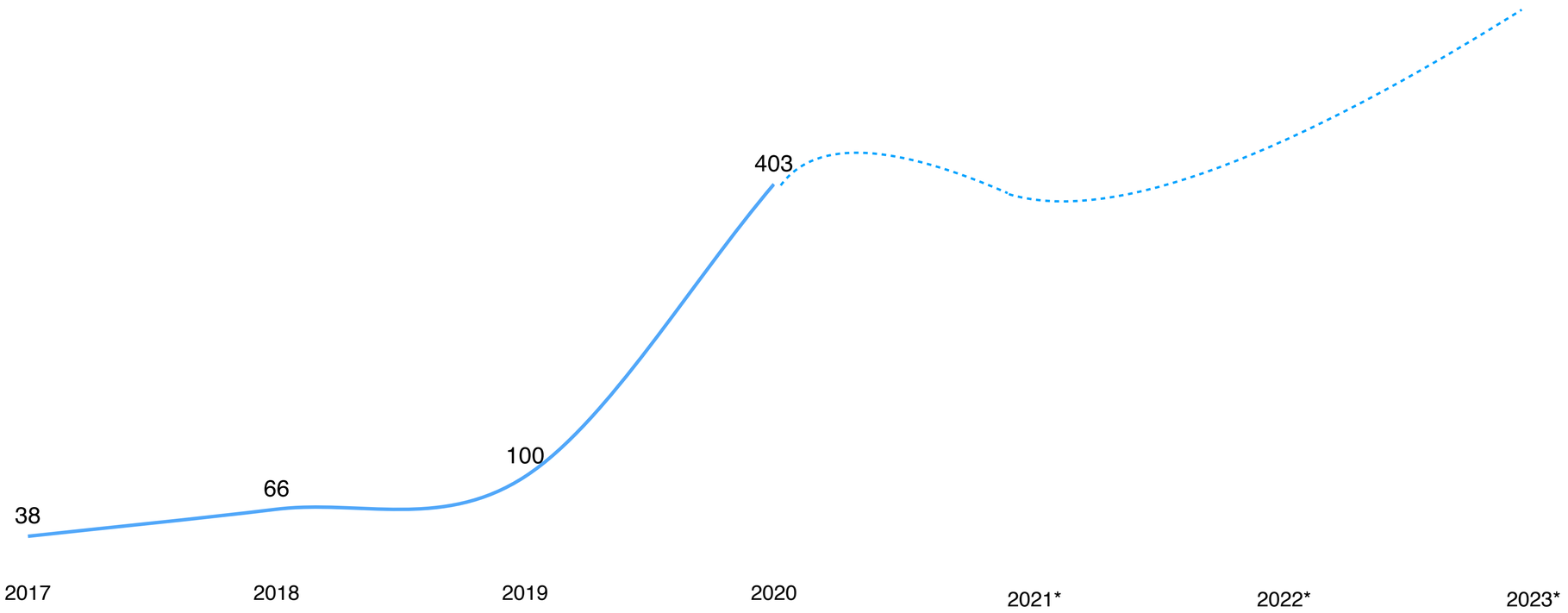
Online grocery market in Finland

Back to growth after a year of levelling out the growth?



* = forecast

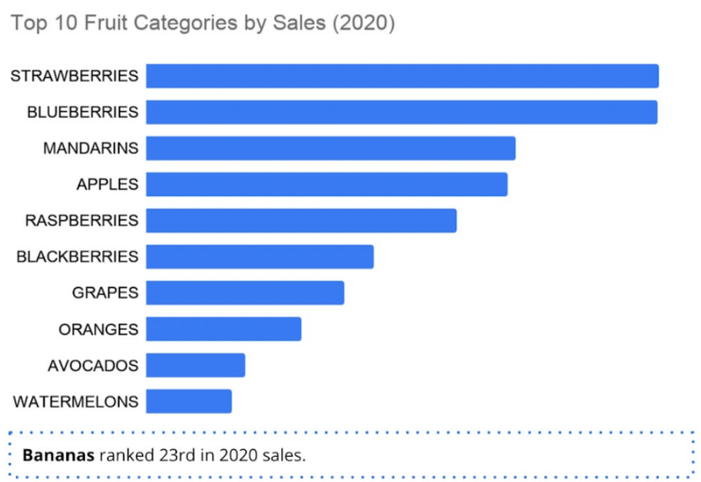
ADA INSIGHTS

WHO BUYS GROCERIES ONLINE?

CASH RICH, TIME POOR FAMILIES

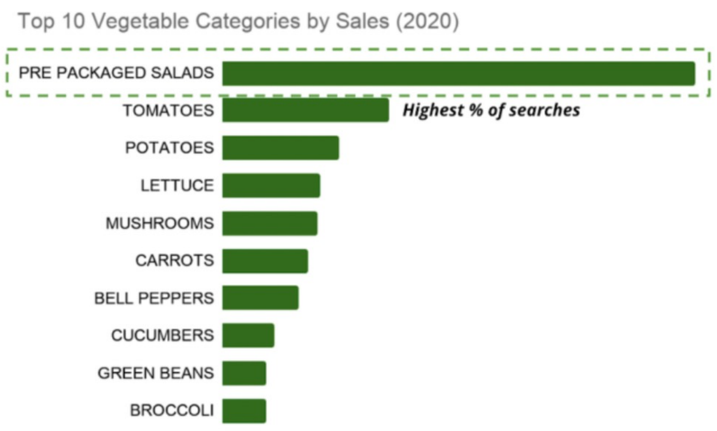
What customers buy online?

Rank	Search Term	% of Searches
1	banana(s)	15.20%
2	apple(s)	9.58%
3	strawberrie(s)	9.46%
4	avocado(s)	9.26%
5	lemon(s)	6.48%
6	fruit	6.13%
7	orange(s)	5.37%
8	lime(s)	4.47%
9	grapes	4.34%
	Other	29.72%



Everything urban affluent families buy normally

Rank	Search Term	% of Searches
1	tomato(es)	7.58%
2	potatoes	6.80%
3	onion(s)	5.74%
4	broccoli	5.21%
5	(baby) spinach	4.68%
6	lettuce	3.91%
7	garlic	3.57%
8	celery	3.57%
9	salad	3.46%
	other	55.48%

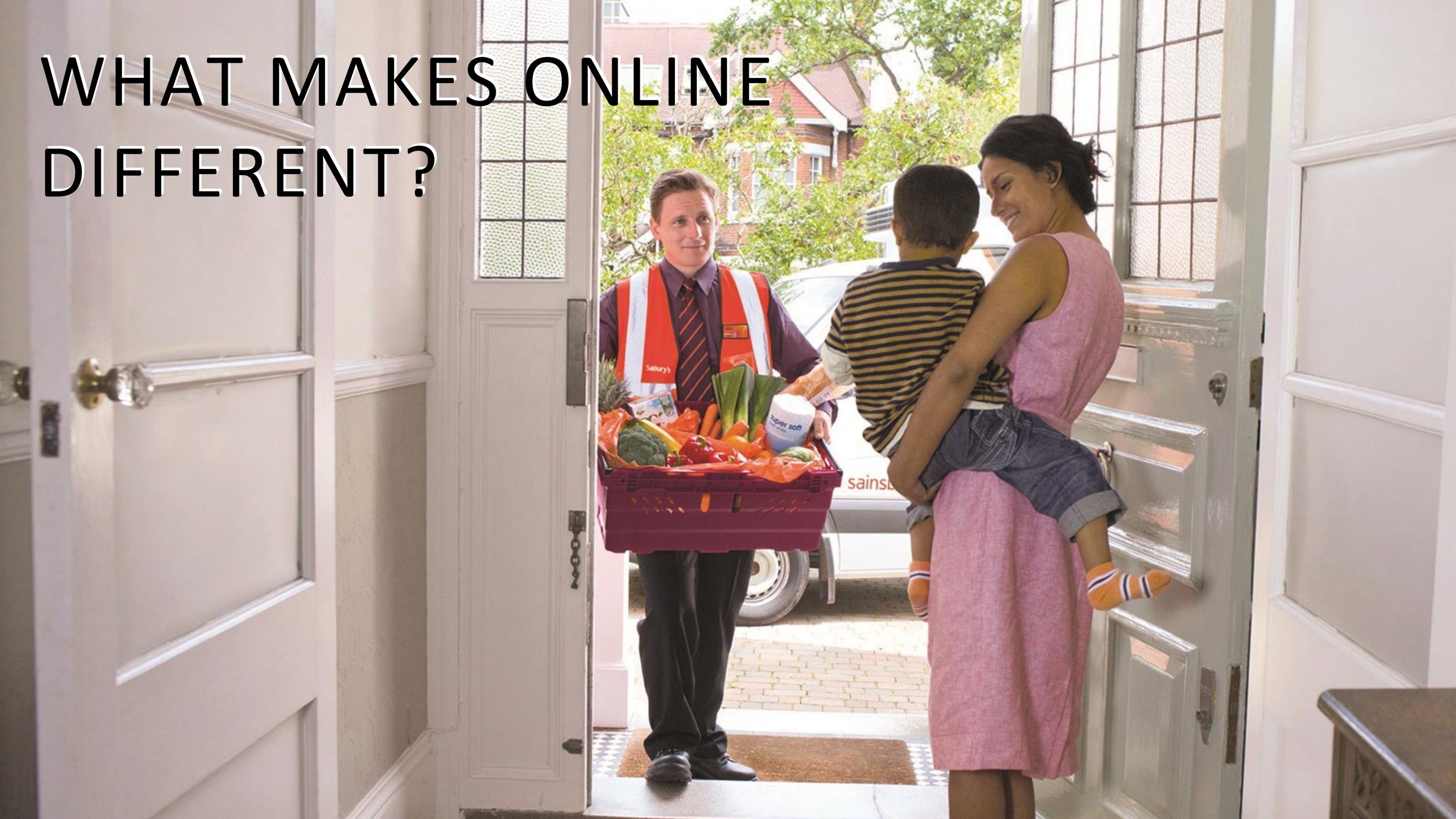


Source: Instacart **ADA INSIGHTS**

Online is a great way to target

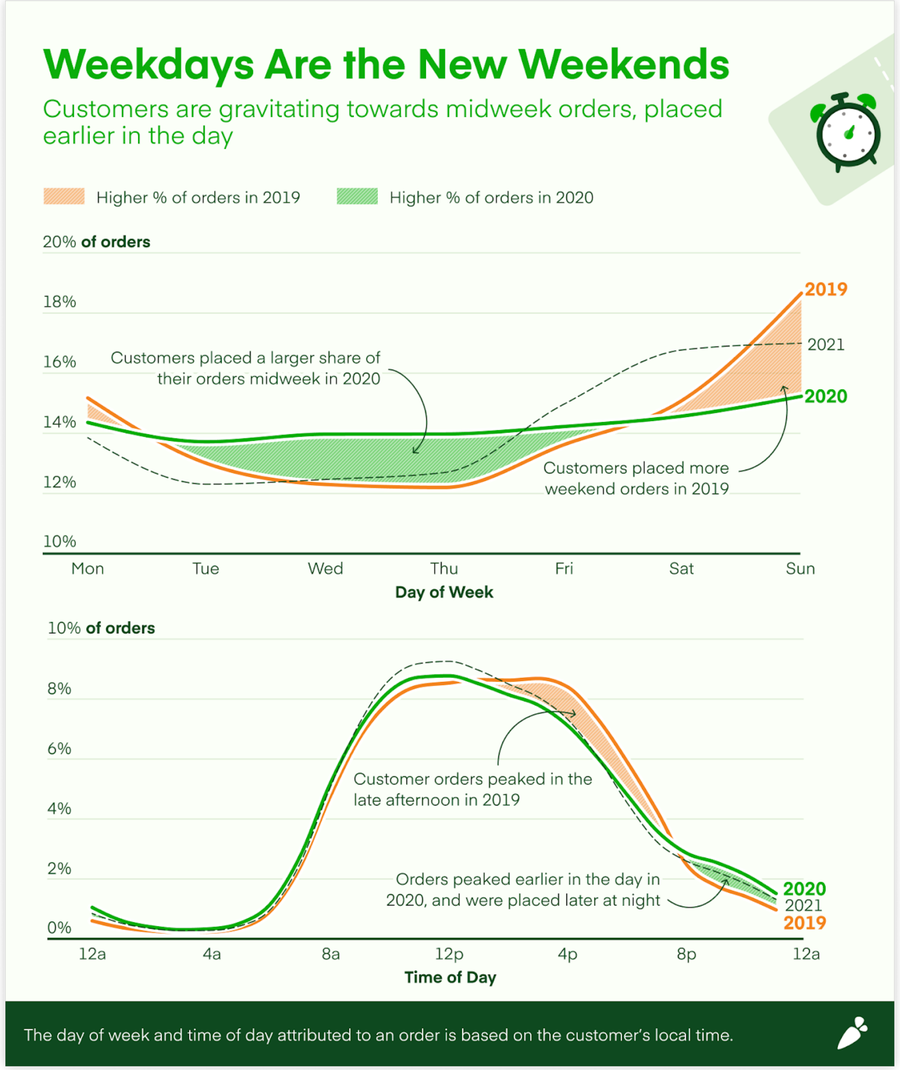
urban & affluent families with kids

WHAT MAKES ONLINE DIFFERENT?



Groceries are bought impulsively

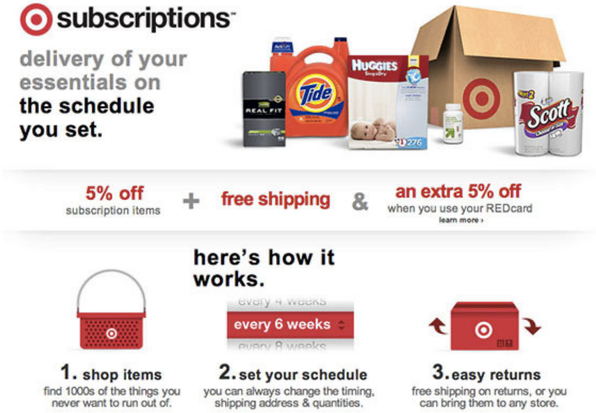
Traditional online retailing requires planning



Different levels of assortment and delivery

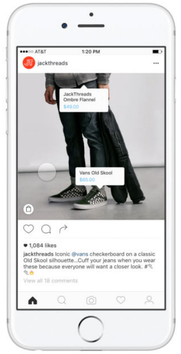
Small and fast assortment

Bulky and more recurring products



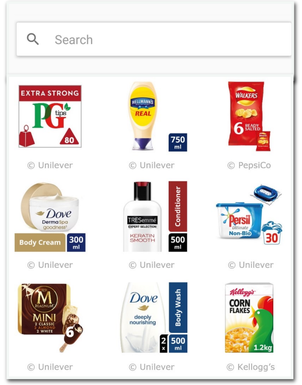
Subscription boxes: replenishment or discovery

Campaigns
More dynamic & personalised

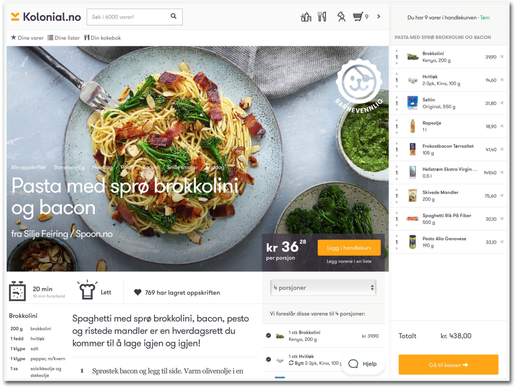


Impulses
Different places & different devices

Findability
Assortment narrows down



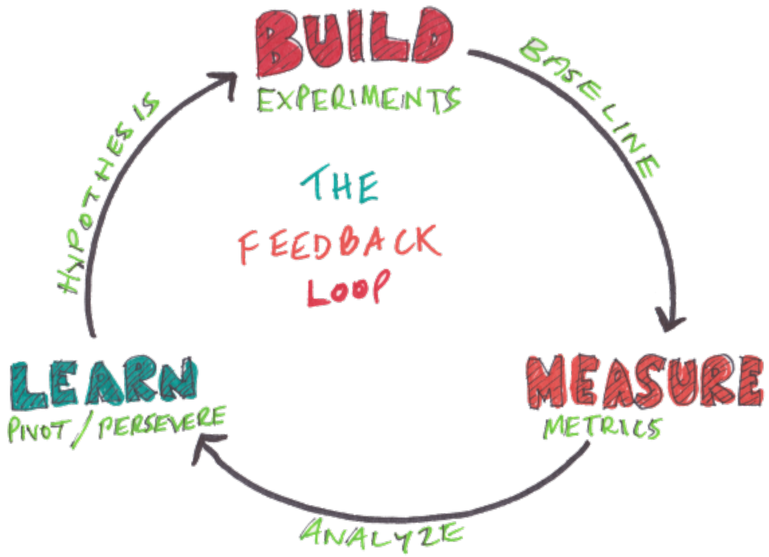
Findability
Importance of search & images



Content
Help in building the basket

Experimentation is the key

How to start learning as soon as possible?
How to keep experiments as small as possible?
Quick feedback loops



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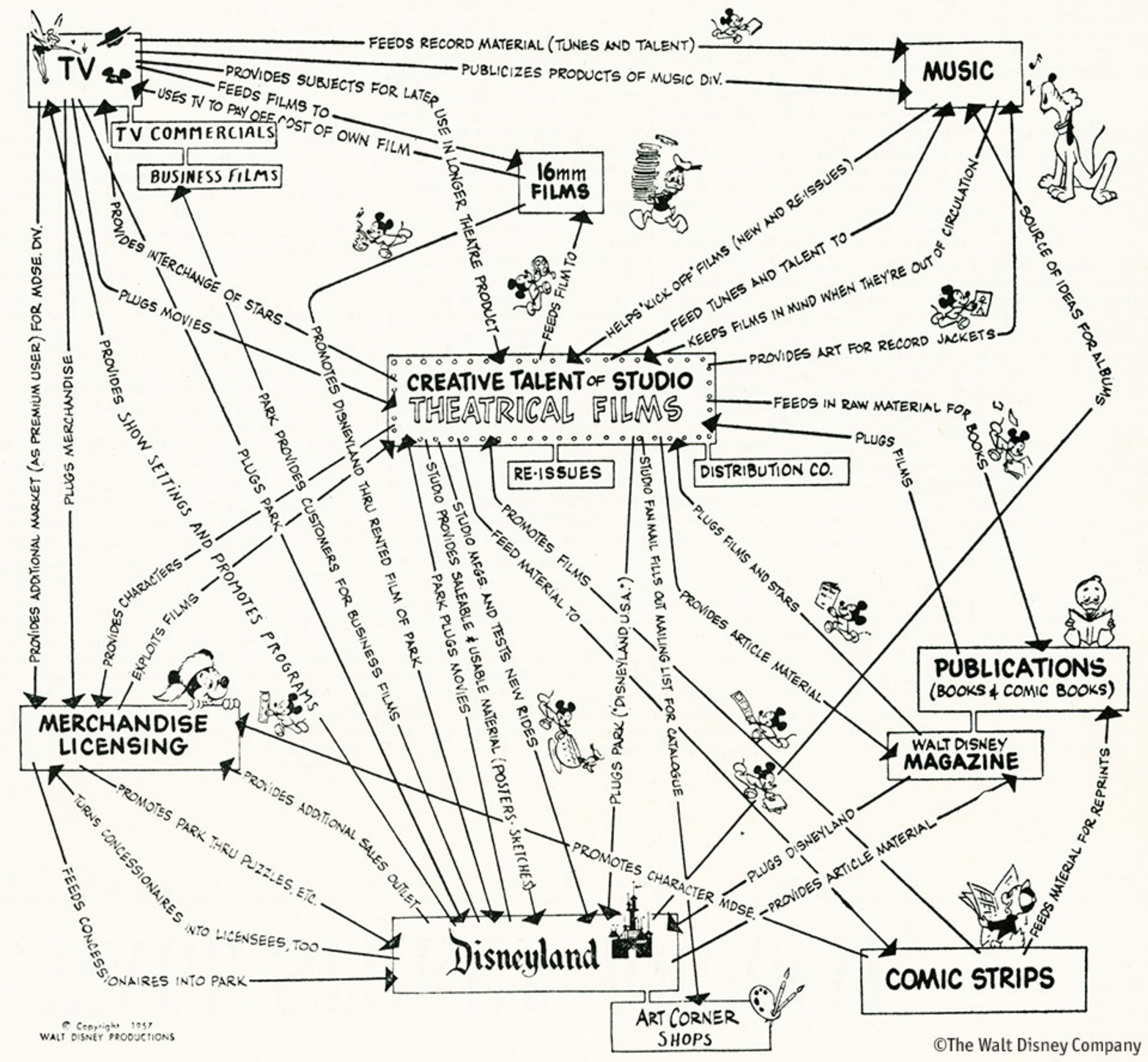
“It’s all about customer loyalty.”

Jim Sinegal, Costco



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“Fashions fade,
style is eternal.”
– Yves Saint Laurent

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