

1/2 The Future of Grocery Shopping

Supermarkets will turn into producers, as well as educational and entertainment environments.

WHAT DOES THIS MEAN FOR FOOD AND BEVERAGES BRANDS?

- The possibility to access fresh produce any time will increase healthy eating habits. Brands perceived as non healthy should prepare to redefine their value proposition shifting to other ways of making them tangible(eg. changing from product to service)
- The data recollected from the supermarkets' customers will prove valuable to create relevant experiences from brands.
- Brands should start developing their personalities even further. In the future, each brand will have a specific AI to make more human the experiences with their customers. Supermarkets will provide a relevant space to build trust with these intelligent avatars.
- Supermarkets will compete with entertainment spaces like malls, becoming a key space for brands to not only sell, but unite the community.

Solution

Today, almost half of the food produced in the world is thrown away due to spoilage between producers and retails or from consumers' homes. In the future, supermarkets will turn from sellers to producers, and into education environments, becoming one of the hearts of each community. By using big data, they will know the right amount and variety of food to produce. They wont need big open spaces, so this will be turned into places to interact with brands.

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Creative's profile



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Creative's top 5 skills

User Experience, Service Design