

Ahead of What's Next ▶

# Progressive GROCER

October 2021  
Volume 15 · Number 10  
Rs 100  
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INDIA EDITION



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Founder & CEO, RAGE COFFEE**

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TECHNOLOGY IN F&B: ROBOTIC PROCESS AUTOMATION, DATA ANALYTICS, CLOUD COMPUTING, ARTIFICIAL INTELLIGENCE, AUGMENTED, VIRTUAL, AND MIXED REALITY WILL REVOLUTIONIZE THE SECTOR.

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## OMNICHANNEL RETAIL

The frequency of purchase is 250% higher when omnichannel is used vs. single-channel.

## SANITATION

Pest management approaches and new technology tools to help Grocers battle bugs.

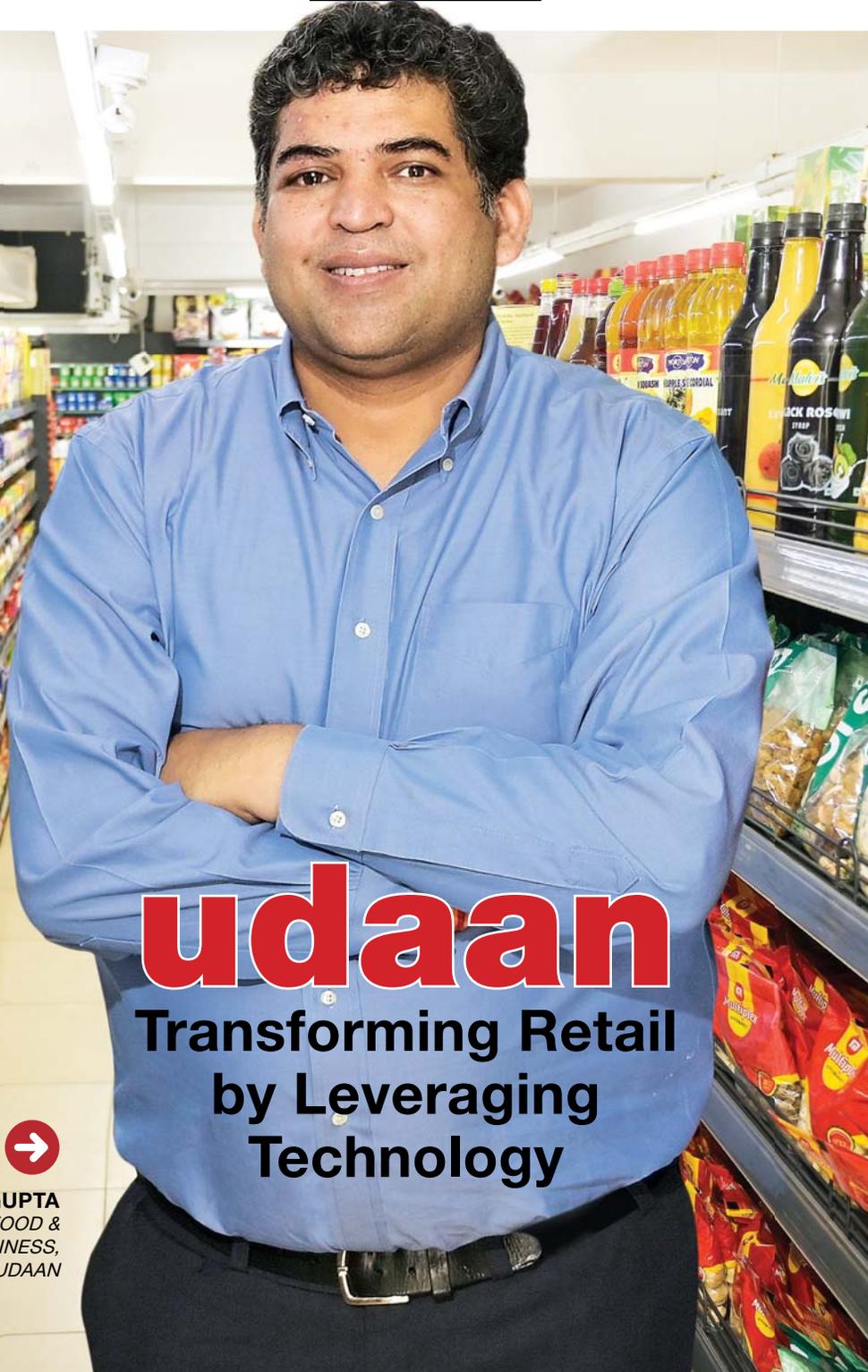
## RESPONSIBLE SOURCING

Issues include regenerative agriculture, upcycled foods, and reduction of pesticides in products.

INDIA EDITION

### HIGH ON FESTIVE CHEER

New Launches and Offers to Boost Sales and Ride the Gifting Boom.



# udaan

Transforming Retail  
by Leveraging  
Technology



VIVEK GUPTA  
HEAD OF FOOD &  
FMCG BUSINESS,  
UDAAN

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T

alent has always mattered in retail, but today it matters more than ever and in more ways than ever. Credit the blistering pace of change that has accelerated throughout the world of grocery to the point where words such as “innovation,” “disruption” and “transformation” are now a familiar part of the industry’s vocabulary.

This dynamic environment requires that companies employ talented leaders with diverse skill sets to manage familiar as well as a growing number of new types of challenges. The Food & Grocery industry needs next-generation leaders possessing a set of traits that makes them an innovator, disruptor or difference-maker having an impact on their organization, the industry and colleagues.

Though it is hard to describe if someone possesses that ‘it’ factor, leaders of tomorrow should possess a combination of the following traits: A high level of commitment to a career in the food retailing industry and the communities their companies serve. They should be capable of innovative thinking and an ability to overcome challenges and capitalize on opportunities to serve shoppers more effectively. They should have the ability to inspire others through actions, accomplishments, leadership and vision.

Individuals bestowed with the above qualities will prove capable of moving their companies, communities and the industry forward in a future of further change and emerging opportunities.

**Amitabh Taneja**  
Editor-in-Chief

All feedback welcome at [editorpgindia@imagesgroup.in](mailto:editorpgindia@imagesgroup.in)

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**VIVEK GUPTA**  
HEAD OF FOOD & FMCG  
BUSINESS, UDAAN



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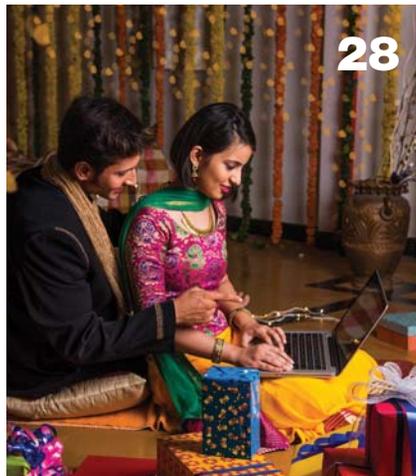
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# Brewing a Raging Trend in India's Coffee Market

RAGE COFFEE IS BUILDING ITS IDENTITY AS A LIFESTYLE ASPIRATIONAL BRAND WITH AN ORGANIC AND EMOTIONAL CONNECT TO 'COFFEE' AND INNOVATING ON MANY FRONTS FOR BUILDING THE NEXT GENERATION OF COFFEE PRODUCTS.

By Sanjay Kumar



New-Delhi based Rage Coffee, which has positioned itself in the market as “the brand of choice for the next generation of coffee consumers,” has taken the Indian market by storm and created quite a tempest in the coffee pot. The brand and its products have set tongues wagging by introducing a line of innovative products that have the taste buds of coffee lovers agog, and whose numbers have been increasing phenomenally in recent years.

Coffee has become hot or cool, among globally exposed consumers. It explains why, world over, coffee is seeing a big resurgence in demand with Millennials and Gen Z driving the trend. This young generation, comprising consumers mostly in the 16-35 years age bracket, have taken to coffee as their go-to beverage, and are behind the current global surge in demand for coffee.

Records show a 40% increase in coffee demand over the past decade. According to a market survey done by Euromonitor, about 66% of Indian millennials chose coffee as their favourite drink.

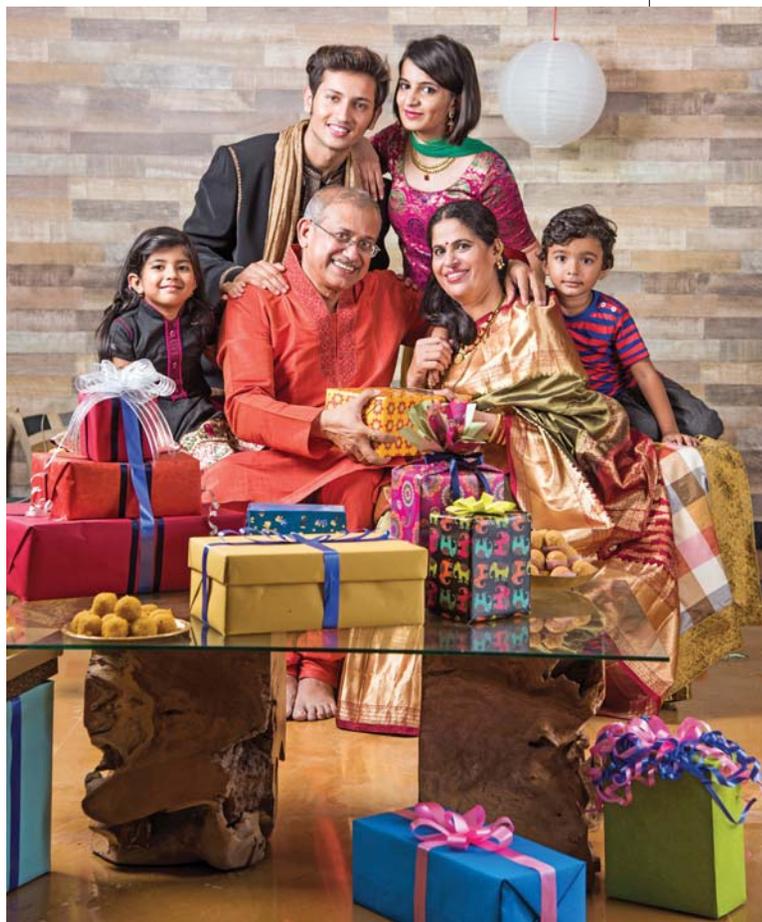
## A Lifestyle Aspirational Coffee Brand

Starting off in 2018, Rage Coffee has successfully been building its identity as a lifestyle aspirational brand with an organic and emotional connect to 'coffee'. “Rage is the first functional coffee brand in India that is innovating around caffeine as an active ingredient for functional purposes, which means that our products are fortified for healthy purposes. We are the only coffee brand in India to offer plant-based vitamin enrichment in our products. Our products, made from the finest Arabica beans delivers a proportionately high caffeine content compared to the other brands, and they contain absolutely no chemical additives and are gluten-free, vegan-friendly, and nature-considerate,” says **Bharat Sethi, Founder & CEO, Rage Coffee.**

# High Expectations

FOOD HAS ALWAYS BEEN A POPULAR GIFTING CATEGORY IRRESPECTIVE OF ANY SEASON. SALES OF FOOD ITEMS HAVE ALWAYS BEEN VERY PROFITABLE DURING THE FESTIVAL SEASON. THE CREDIT FOR HIGHER SALES DURING THE PERIOD IS DUE TO THE EXCITING RANGE OF PRODUCTS ALONGSIDE ATTRACTIVE OFFERS BY RETAILERS. NOT SURPRISING THAT RETAILERS, MANUFACTURERS AND BRANDS FOCUS ON INTRODUCING ATTRACTIVE GIFT PACKS AND NEW PRODUCT LAUNCHES.

By Sanjay Kumar



**D**uring the festive season, already underway, gifts play an important role because they help to cement ties and build bonds. In this fast-paced life, we occasionally get time to meet and greet our friends, relatives or business associates, and gifts are a beautiful way to keep up and nurture our relationships.

Both retailers and manufacturers aver that gifts have come to occupy an important part in our lives and gifting builds human relationships. "In the food category, people like to shop for value offerings that have unique flavors and product combinations," says **Laxmichand Gada of Mumbai-based Society Stores**. As the festive season sparks buoyancy in consumer sentiment, the purchasing power of consumers is at its peak because there is a lot of gifting to be done. No surprise, then, that retailers and manufacturers expect to see a minimum sales hike of 10-20 percent during this period.

Historically, shoppers tend to spend more during the festive season and their spending during the holiday season is often exuberant and unrestrained. A large percentage of consumers set aside a budget for their festival spending for buying gifts for themselves, children, family, friends and relatives.

As consumer today have high expectations and at the same time are looking forward to innovation in terms of new line of gifting options in place, retailers, brands and manufacturers hope to do significantly more business than in the regular months and are nursing high hopes from the current festive season in terms of better sales traction, consumer connect, branding, etc. Considering that they already receive great response through advance orders, they are looking to bag significantly higher volumes during the festive season and roll their inventories.

## Gifts in the food category

Food has always been a popular gifting category irrespective of any season. Sales of food items have always been very profitable during the festival season. The credit for higher sales during the period is due to the exciting range of products alongside attractive offers by retailers. Not surprising that retailers, manufacturers and brands focus on introducing attractive gift packs and new product launches.

The festive season is also important for F&B companies to assess their future sales and growth plans. The focus is on new product launches in the branded category to attract consumers. Many companies use festivals as a connection opportunity with consumers to launch new packs. "Diwali is the

## Understanding Next-Generation Shopping Behaviors

### How insights were gathered

The key learnings contained in Progressive Grocer's 2021 "The New Age of Elevated Expectations" study are based on 1,002 responses gathered July 20-26, 2021, from those ages 18 to 34, with primary or shared responsibility for food purchases. The responses were evenly split between Gen Z (ages 18-24) and Millennials (ages 25-34). The logic behind probing the views of these groups is that they are either entering or in their most formative years of household creation, a life stage which correlates closely with increased spending. Thus, understanding this group's food-related shopping behaviors, eating preferences and key factors influencing spending is crucial to grocers' future success.

# THE NEW AGE OF ELEVATED EXPECTATIONS

Shopper behaviors are evolving rapidly and challenging grocers to understand an expanding range of influences shaping grocery's future. **By Mike Troy**

**L**ife used to be simpler for shoppers when it came to deciding where to buy groceries. If a store was clean and convenient, had helpful staff, and had good prices on quality products, that was a combination that satisfied most shoppers. It still does at a basic level, but the fundamental value proposition with which so many grocers found success has been joined by a wide range of other attributes that create new opportunities and challenges for grocers to connect with tomorrow's shoppers.

This is due to expanded operational capabilities that retailers now execute against, and all of the complexities that entails, combined with new complexities related to fast-changing rules of what it means to be a good corporate citizen. As a result, shoppers have more reasons to like — or dislike — a particular retailer, and they have more choices of retailers that now appeal to shoppers with narrowly defined attribute sets.

Welcome to "The New Age of Elevated Expectations," a phrase which describes an intensifying new reality for retailers of food and consumables, and the title of an exclusive shopper journey study from Progressive Grocer. This unique research project was developed and executed by the Research Solutions division of EnsembleIQ, PG's parent company, with support from Inmar Intelligence.

While this new age of elevated expectations is complex, the premise of the research is simple: to bring greater clarity to the behaviors and expectations of more than 75 million younger, digitally native shoppers poised to have a huge impact on the grocery industry as they enter their prime spending and consumption years. Accordingly, key areas explored include:

- ▶ **Key drivers of behavior, and shoppers' expectations for seamless, safe and connected shopping experiences**
- ▶ **Frictionless preferences in stores and online**
- ▶ **Price and product ingredient transparency**
- ▶ **Product assortment and fulfillment expectations**
- ▶ **Communication preferences and social media usage**

Here's what we learned about what shoppers want now:





# The Future of Omnichannel E-Commerce in Retail

WHEN OMNICHANNEL IS USED VS. SINGLE-CHANNEL, THE FREQUENCY OF PURCHASES IS 250% HIGHER, AND THE AVERAGE ORDER VALUE IS 13% HIGHER.

By Punit Sindhwani

**T**he pandemic that swept the globe last year has reshaped our world. One of the most noticeable changes in shopping trends in recent years has been an increase in the number and frequency of consumers shopping online. The reason

for this shift is the fast pace of life and the convenience of shopping from the comfort of your home at a time of your convenience. With the emergence of the COVID pandemic, this shift has accelerated, with personal hygiene and social distancing emerging as top priorities for all. This has given an opportunity to the brands to bet big on the online marketplaces or starting their own e-commerce channel. Thus, online shopping has become not only a choice but more of a lifestyle change that we need to adapt to as we enter the new normal.

The shift in consumer behaviour is permanent, and brands must now account for it when selling their products, because no retailer can imagine returning to where they left

off. If retail brands and shopping centres are to recover from the post-Covid era and entice customers to buy from their shelves, they must ensure that they are present on multiple channels so that customers can buy at their leisure and the brand does not lose sales. This will instill confidence in customers, encouraging them to return and accept the new normal of in-store shopping. While touch and feel ruled offline retail until the COVID-19 hit the market, the new mantra is to touch as little as possible and sanitise when you do, and to invest more and more in omnichannel e-commerce.

## Future of omnichannel e-commerce approach

The pandemic is a sort of inflection point for digital commerce amongst consumers and they are no more restricted to just physical stores. Today's consumers are not just looking for the perfect product that suits their needs, but expect a seamless shopping experience. According to a survey by SDL, over 90% of customers demand consistency across channels. Now, e-commerce is not merely about availing discounts, but more of convenience, wider product availability, more choices, and experience. The increase in online growth has also given an opportunity for brands to adopt omnichannel solutions. Brands are now investing more and more in digitization to meet the demands of modern-day consumers.

# UDAAN: Flying High with Fresh Wind in its Sails

AFTER ESTABLISHING ITS CHOPS AS THE WUNDERKIND OF INDIA'S FOOD AND FMCG RETAILING BUSINESS BY ATTAINING THE MUCH COVETED UNICORN STATUS IN JUST TWO YEARS AND WITH 5 LAKH RETAILERS ON ITS PLATFORM WITHIN 5 YEARS OF ITS FOUNDING, UDAAN'S HUNGER AND PASSION FOR REINVENTING AND REIMAGINING THE FOOD AND GROCERY RETAIL ECO-SYSTEM IN INDIA REMAINS INSATIABLE.

THE COMPANY HAS SET UPON ITSELF THE HOLY GRAIL QUEST TO KEEP SIMPLIFYING THE LIVES AND BUSINESS ROUTINE OF RETAILERS BY CONSTANTLY IMPROVING ITS OFFERINGS TO THEM RETAILERS, SERVING THEM WITH BETTER PRICING AND PROMOTIONS AND WITH A HOST OF OTHER IMPROVEMENTS TO ITS OWN BUSINESS PRACTICES, INCLUDING BETTER SOURCING AND SUPPLY-CHAIN EFFICIENCIES.

AT THE SAME TIME, BY SELLING AND SUPPORTING THOUSANDS OF PRODUCTS AND HUNDREDS OF SMALL, MEDIUM AND LARGE FAST-MOVING CONSUMER GOODS BRANDS ACROSS FMCG, STAPLES, AND FRESH PRODUCTS, IT WANTS TO BE THE ONE PLATFORM THAT MULTINATIONALS, INDIAN FMCG CONGLOMERATES, REGIONAL AND LOCAL ENTREPRENEURS TURN TO FOR SCALING UP THE GROWTH AND REACH OF THEIR PRODUCTS.

OVER THE NEXT 5 YEARS, UDAAN WANTS TO CORNER A 10-12% OF THE FOOD AND GROCERY RETAIL MARKET IN INDIA WITH OVER 3 MILLION RETAILERS ON ITS PLATFORM AND BECOME A \$100 BILLION INDIAN COMPANY 10 YEARS FROM NOW.

**By Sanjay Kumar**



**VIVEK GUPTA**  
HEAD OF FOOD &  
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UDAAN

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Progressive Grocer welcomes contributions from industry professionals, experts, and analysts for writing insightful and informative articles on the food & grocery industry. You can share your observations on India's evolving food & grocery retail landscape or on any of the topics below.

**Consumption trends in F&G / FMCG market; Innovations by brands and retailers; Success Stories/ Case studies on interesting concepts in F&G/ FMCG; The scope of 'Make in India' in the food sector; Modern Cash & Carry business vs. Traditional general trade and wholesale markets in India; Investments Opportunities in Food backend operations; Successful brand-retailer collaborations and partnerships; Private Labels; Successful marketing/ branding or sales campaigns by brands and retailers**

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