

Commerce en ligne des aliments : Tendances, opportunités et défis

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JOURNÉE
TRANSFORMATION
ALIMENTAIRE
AGRI-VISION
— 2019 —

23 janvier, 2019

Plan

1. État de la situation
2. Enjeux et opportunités
3. Pistes et idées

État de la situation





United States Department of Agriculture

Economic
Research
Service

Economic
Information
Bulletin
Number 186

December 2017

Food Purchase Decisions of Millennial Households Compared to Other Generations

Annemarie Kuhns and Michelle Saksena



Un mangeur branché: Le nouveau normal ?

70 %

des consommateurs font leurs recherches en ligne avant d'acheter un bien ou service

92 %

Des ventes se font encore en magasin

En 2025, on estime que ce sera

75%

80 %

Des consommateurs sont prêts à partager leurs informations personnelles avec une organisation envers laquelle ils ont confiance

Source: Bain & Co, 2018

Mondialement, les ventes en ligne d'aliments vont doubler d'ici 2022

X2

Passant de 150M\$ en 2017 à 334M\$ en 2022.

Forrester, 2018

The State of the Global Online Grocery Retail

Sobeys partners with British online supermarket Ocado

Canada's second largest food retailer will tap into Ocado's 'engineering services' to expand its online business

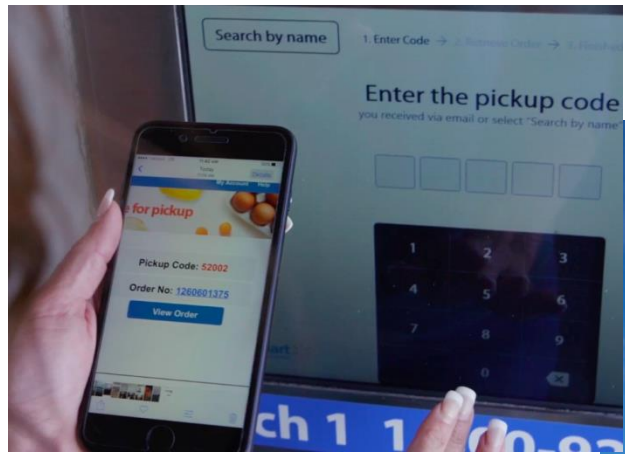
By The Canadian Press | January 22, 2018

Sobeys Inc. has signed a partnership deal with British company Ocado Group to help build the Canadian retailer's online grocery shopping business.

Under the agreement, Ocado will partner exclusively in Canada with Sobeys on support and engineering services.



Walmart built a giant vending machine that retrieves groceries



Plus de la moitié des recherches pour un produit débute sur Amazon

– Bloomberg

The screenshot shows the Amazon.ca homepage. At the top, the Amazon Prime logo is on the left, and the search bar is in the center. On the right, there are links for 'Ring in the New Year with Philips', 'Hello, JORDAN Your Account', 'Your Prime', 'Wish List', and 'Cart'. Below the navigation bar is a large banner with the text 'New Year New You Here's to your best year' and an image of a woman stretching. Below the banner are several category tiles: 'NEW YEAR, NEW YOU' (with a smartwatch), 'BACK TO BUSINESS' (with a desk), 'WAREHOUSE DEALS' (with a laptop and headphones), 'OUTLET' (with colorful shapes), 'COUPONS' (with a woman at a laptop), and 'SWIT' (with a smartphone). On the right side of the page, there is a promotional box for the Amazon Prime Visa card, which offers '1 year of Amazon Prime on us, plus 4% cash back on gas and groceries.' and includes the CIBC logo.

The Grocery Industry Confronts a New Problem: Only 10% of Americans Love Cooking

by **Eddie Yoon**

SEPTEMBER 22, 2017



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56% of millennial parents use grocery apps: Report

FMI report looks at the digital shopping habits of millennial consumers

By StoreBrands staff | October 25, 2018

More than half (56%) of millennial parents use at least one grocery-related app and rely on a variety of mobile apps to find in-store items, coupons, sales, recipes or product reviews, according to FMI's 2018 U.S. Shopper Grocery Trends report.

Millennials, who widely differ from previous generations in their use of digital tools, continue to make regular use of their smartphones in the grocery aisle, especially those with children, according to the report.

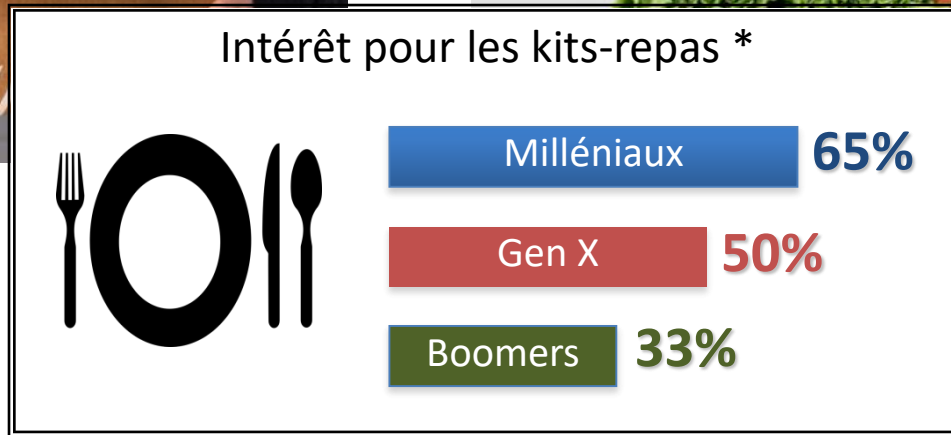
Millennials also continue "to lead the way online" in using the same-day and next-day delivery models, but also in subscribing to meal kits and in taking advantage of online touch



Attack of the meal kits

It's a big box delivered to people's doorsteps. Cardboard with insulated panels, it holds all the ingredients for dinner dishes. Is this the future of eating? And can grocers get in on the action?

By Raizel Robin/Photography by Erik Putz | August 22, 2016



* Selon Hartman Group, 2017



JÉRÔME
ferrer
LE PRÊT À PARTAGER

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La Boîte du Chef

UNE SEMAINE DE REPAS SANS AVOIR À CUISINER

[COMMANDER](#)





Groceries delivered in as little as 1 hour

Enter postal code

Continue

Already have an account? [Log in](#)
[Enable high contrast](#)

 **FREE delivery for 14 days with Express ***



Products you love



Same-day delivery



Save time & money





- 92 % des acheteurs « B2B » utilisent Amazon pour faire leurs recherches;
- 82 % achètent régulièrement sur Amazon pour leur entreprise.

Forrester

Quelles sont les barrières à l'adoption?

- Consommateurs
- Catégorie(s)
- Modèle d'affaires
- Complexité



Enjeux et opportunités

Enjeux et questions

- Marketing et merchandisage sur diverses plateformes

Il y a toujours une tablette. Il y a toujours un panier, et il y a toujours une caisse, mais la différence est que toute ces choses peuvent être sur votre téléphone.

*Doug Straton
Chief Digital Commerce Officer
Hershey*



Harvard Business Review

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MAY-JUNE 2018

ARTICLE MARKETING

Marketing in the Age of Alexa

AI assistants will transform how companies
and customers connect.

by Niraj Dawar

www.robomarts.com

Le premier dépanneur autonome

Dévoilé au CES, Las Vegas, 9 janvier 2018





BBC BRASIL

Enjeux et questions

- Marketing et merchandisage sur diverses plateformes
- Le(s) rôle(s) pour la marque et le support à la marque

How PepsiCo's CEO Is Preparing for an Amazon-Dominated Future



Commerce en ligne des aliments

Sainsbury's
live well for less

Waste less
Save more



<https://wastelessavemore.sainsburys.co.uk>



MOMENTUM
TRAVEL GROUP

OUR STORY >

Thanks to data, Spicy Snickers really satisfies Chinese consumers

Using real-time data insights that Alibaba offers product companies, Mars was able to develop a spicy Snickers bar product that was an instant hit in half the time new product development normally takes. The data insights that allowed them to create this coveted combination allowed Mars' China division to meet its goal of having new products account for more than 10% of revenue, according to Bloomberg.



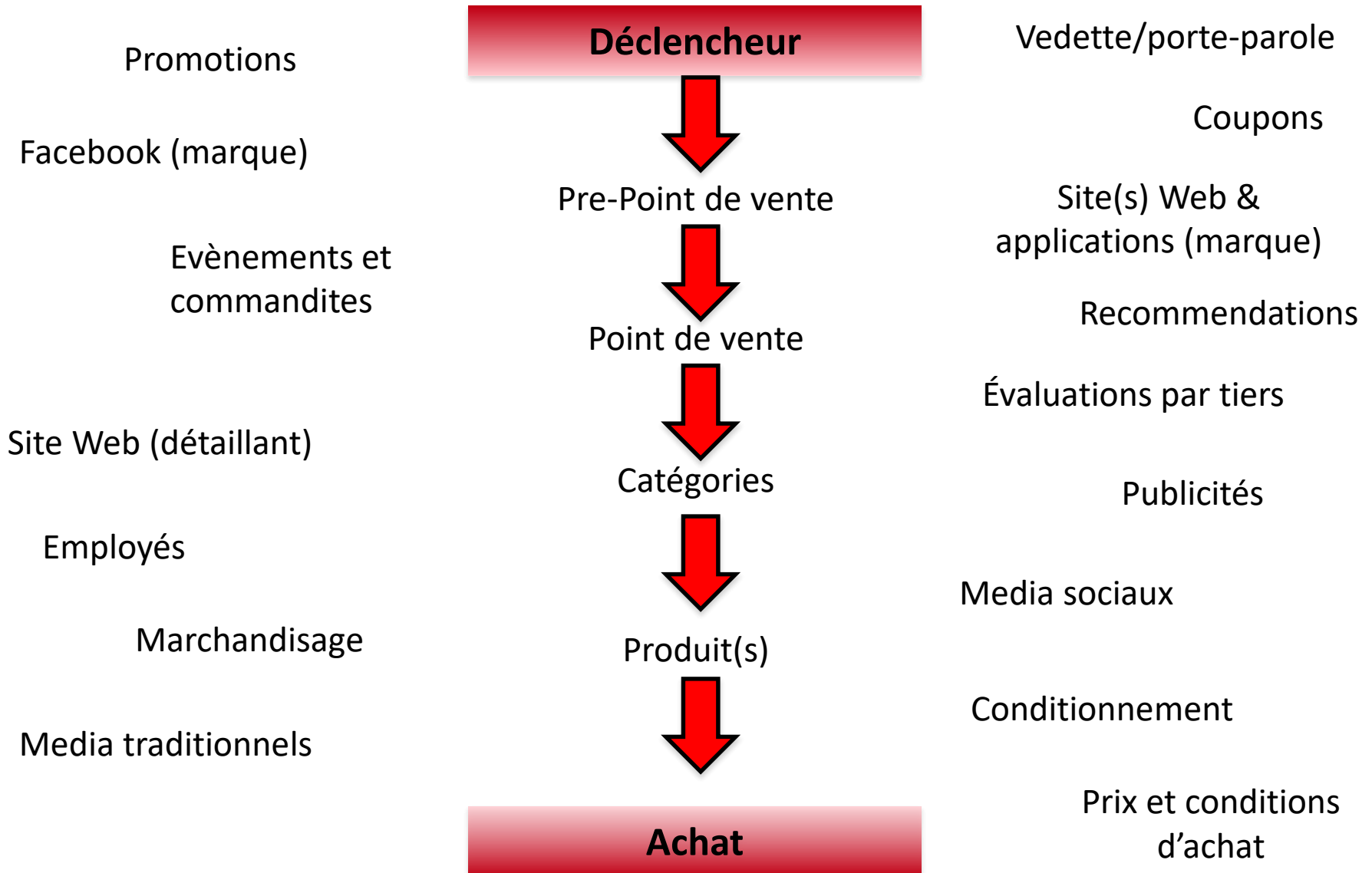
Enjeux et questions

- Marketing et marchandisage sur diverses plateformes
- Le(s) rôle(s) pour la marque et le support à la marque
- Le « cheminement d'achat »
 - « *path to purchase* » ou « *decision journey* »
- Le pouvoir des micro-moments



THINKSTOCK

L'éco-système du commerce de détail en alimentation



20% off first 3 orders

Shop Organic Brands You Love For Less

Want to see your customized grocery list?

Take the Quiz

Already a member? [Log in](#)

YUMI



Superfood For Superbabies

Experience more than 50 flavors of our organic,
fresh and nutritionist-approved meals.
Starting as low as \$4 a day.

cuisinevoisine.com



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CUISTOT**

[INSCRIPTION](#)



**TROUVEZ UN PLAT
PRÈS DE CHEZ VOUS**

[CHERCHER](#)

QU'EST-CE QUE



CUISINE VOISINE

— QU'EST-CE QUI MIJOTE? —

JOURNÉE
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Commerce en ligne des aliments

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DOLLAR SHAVE CLUB

SHAVE TIME. SHAVE MONEY.

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FREE BLADES FOR LIFE
see below

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A GREAT SHAVE FOR A FEW BUCKS A MONTH



Share video: [Like](#) Enrique Herbella and 3.4M others like this.

[Tweet](#)

[Follow @DollarShaveClub](#)

83.6K followers

ENLIGHTENED CUSTOMER #167



"I save \$100/yr on shaving now. Basically, I'm a genius."

- Jeff

OUR BLADES



DELIVERED EACH MONTH





After reportedly rejecting \$400M Kroger offer, Boxed raises \$111M to take on Costco in bulk shopping

<http://www.boxed.com>

BOXED

The products you love in bulk delivered to your door.

Sign up to shop & get free shipping plus 10% off your first order with code **GETBULK**



Continue with Facebook

Or, enter your email

GO

[Sign In](#) | [Shop For Business](#)

GETBULK code valid through 1/31/18. You're giving us your email, not your soul. Promise. Don't believe us? [Terms + Conditions](#) & [Privacy Policy](#).





WE DO NOT WAIT.

We're restless, impatient, and driven.

We never wait for things to come to us.

Grubhub goes to college: Chicago company to buy on-campus food ordering service Tapingo for \$150M

Quelques Tendances 2019

selon TotalRetail

- Délaissement de la publicité traditionnelle: au bénéfice de la publicité sociale et la « *gamification* » sociale
- La croissance des *chatbots*
- B2B2C
- La popularité continue des influenceurs, 2.0
- Vitesse, exécution et livraison
- Personnalisation de l'expérience d'achat
- Exclusivités pour plateformes
- Achats automatisés, abonnements

Le cheminement d'achat



- Comprendre sa catégorie
 - pénétration et fréquence
- S'approprier l'occasion et le panier
- Accompagner le consommateur
- Réduire/éliminer les points de souffrance (= « pain points »)
- Rehausser les moments « wow ! »

Free Shipping on Every Order



GET STARTED

CHEF BLENDS

GIVE A GIFT

SUBSCRIBE

SIGN-IN/REGISTER

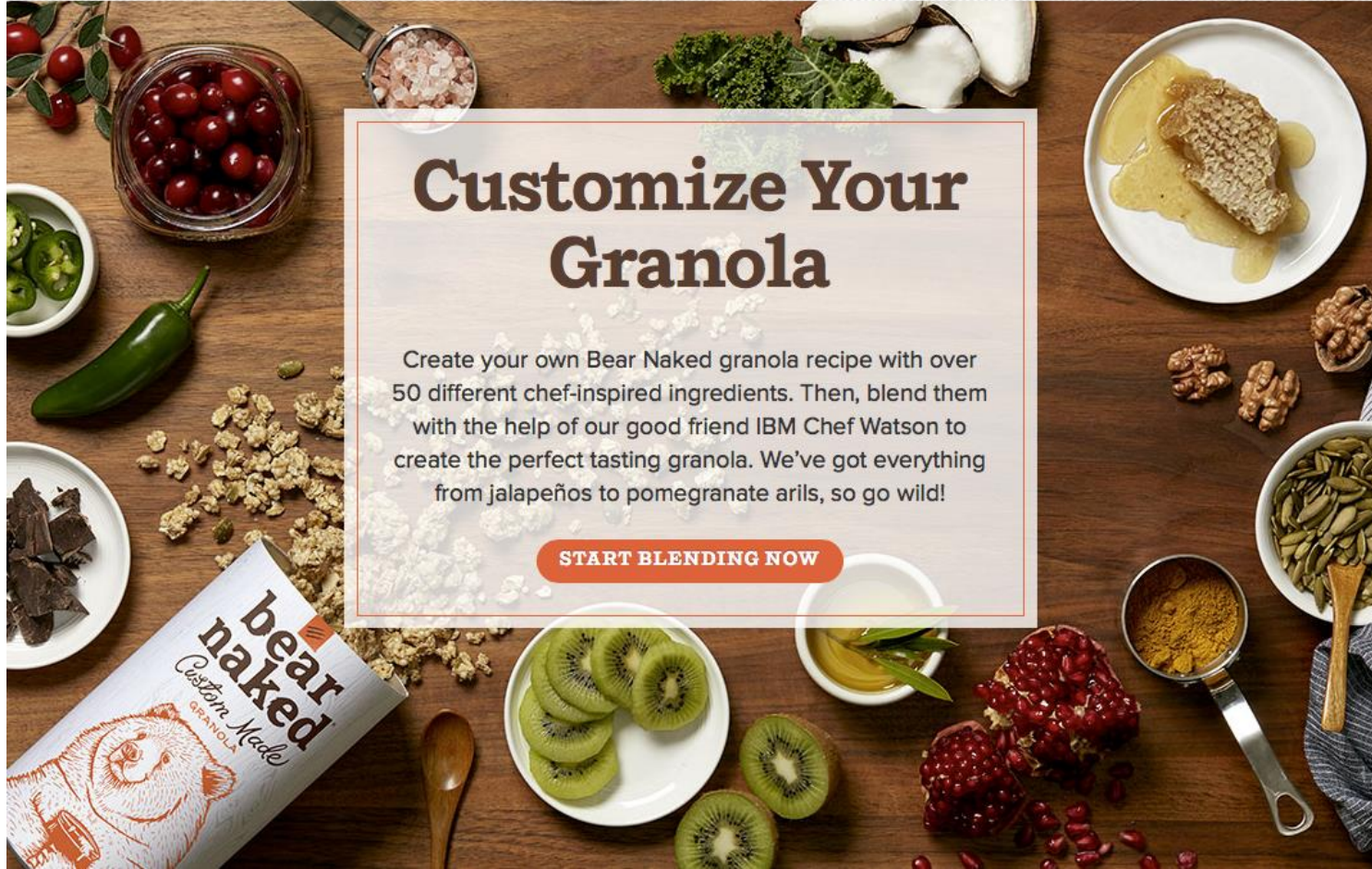


Avec
**CHEF
WATSON**

Customize Your Granola

Create your own Bear Naked granola recipe with over 50 different chef-inspired ingredients. Then, blend them with the help of our good friend IBM Chef Watson to create the perfect tasting granola. We've got everything from jalapeños to pomegranate arils, so go wild!

START BLENDING NOW





Limited 71

Eau de Parfum

by [Widian](#)

The Scoop

Named for the 1971, the year that the United Arab Emirates declared their independence and sovereignty, Limited 71 is a lavishly celebratory new release from the house of Widian. Balancing an opening wave of fresh citrus and sweet spice against a smooth, enchanting heart of smoky woods, ambergris and patchouli, Limited 71 excites and hypnotizes in equal measure. A robust and regal base of musk, amber, and incense further asserts the unique nature of this wondrous fragrance, linked inextricably from the pride and history of its homeland. Celebrate independence with Limited 71, a scent like no other.

What We Think

A lovely scent with a bold interplay between exuberantly bright citrus and spice, and rich, romantic oud and amber. Not to be missed.

Limited 71 Notes

Bergamot, nutmeg, coriander, patchouli, amber gris, oud, white musk, dry amber, incense

Limited 71 Sizes Available:

50ml

\$350 USD

[Add To Cart](#)

Femme Unisex Masc

Released
2018

Country
United Arab
Emirates

Ratings
★★★★★
No reviews yet

SHARE



CATEGORIES

FOOD ▲

Baking Ingredients ▲

- Chocolate
- Colouring & Decorating
- Fruit & Nut
- Flavouring & Extract
- Flour & Mixes
- Vanilla | Sugar
- Other Baking Ingredients

Grocery ▼

Oil & Vinegar ▼

Condiments ▼

Pasta & Rice ▼

FLAVOURING & EXTRACT

GRID

LIST

SORT BY:

Newest Items



FLORIBEAN

Key Lime Juice - All Natural, 354ml

\$10.69



LORANN GOURMET

Tart and Sour - Fruit Flavour Enhancer,

1oz
\$2.49



WATKINS

Root Beer Concentrate, 59ml

\$7.99



Al Wadi

Orange Blossom Water, 10oz

\$4.99

CUVÉE DES APPALACHES

Cuvée des Appalaches is homage to the range whose slopes are home to the trees that lovingly provide us with sap year after year. A true embodiment of the Quebec mountain climate, this cuvée is robust, wildly aromatic and boldly colored. It is best suited to the richer things in life such as smoked ham, fried chicken and in or on any confection from the pastry kitchen. 100% Pure Quebec maple syrup. Available in 200 ml, 375 ml and 750 ml formats.



Commerce en ligne des aliments

Abonnez-vous à de meilleurs matins. Obtenez un pot Oatbox gratuitement!

×

Pour un matin *sain*

Déjeuners faits à la main.
Boîte mensuelle pratique.
Aucun engagement à long terme.
Simplicité et régal assurés.



ABONNEZ-VOUS



NET-A-PORTER



EXCLUSIVITÉ EN LIGNE

Poupée 10e anniversaire de la collection Jason Wu, par Integrity Toys

BERGDORF GOODMAN



- Édition limitée: 200 copies
- 225U\$, en revente 450U\$
- Exclusivement en ligne
- Vendues en 10 min
- 5 modèles au total
 - Neiman Marcus (2)
 - Net à Porter (2)



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— Welcome to DoughNats —



GASTRONOMIA

Le Froid Gourmand

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NEW GASTRONOMIA READY-TO-FILL PRODUCT LINE
COLLECTION PRÊT-À-GARNIR GASTRONOMIA

[English](#)

GASTRONOMIA

Le Froid Gourmand

Quel type de visiteur êtes-vous?

HRI



DÉTAILLANTS



PARTICULIERS



Nous vous aidons à créer des moments mémorables pour vos clients en toute facilité. Comment? En vous proposant des **solutions culinaires créatives** au goût authentique et à la présentation raffinée.

[+ EN SAVOIR PLUS](#)

Commerce en ligne des aliments

Nouveau!

Livraison dans plusieurs régions du Québec



Cool&Simple



Recherchez...



Mon compte ▾

Français ▾



MON PANIER



PRODUITS

PROMOS

QUI SOMMES-NOUS

NOS ENGAGEMENTS

COMMANDEZ EN LIGNE

TROUVER UNE BOUTIQUE

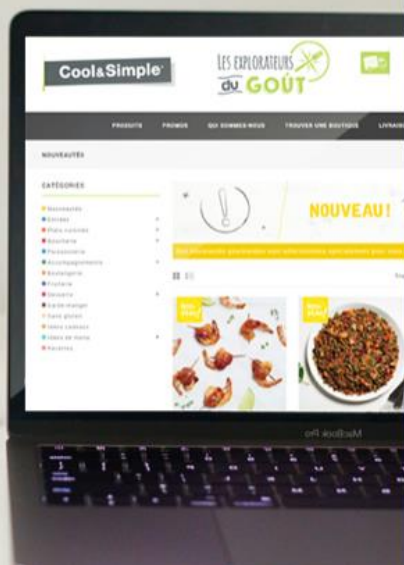
NOUVEAU!

Livraison dans plusieurs régions du



Québec!

EN SAVOIR +



MERCI !

jordan.lebel@concordia.ca

Global snapshot, 2017

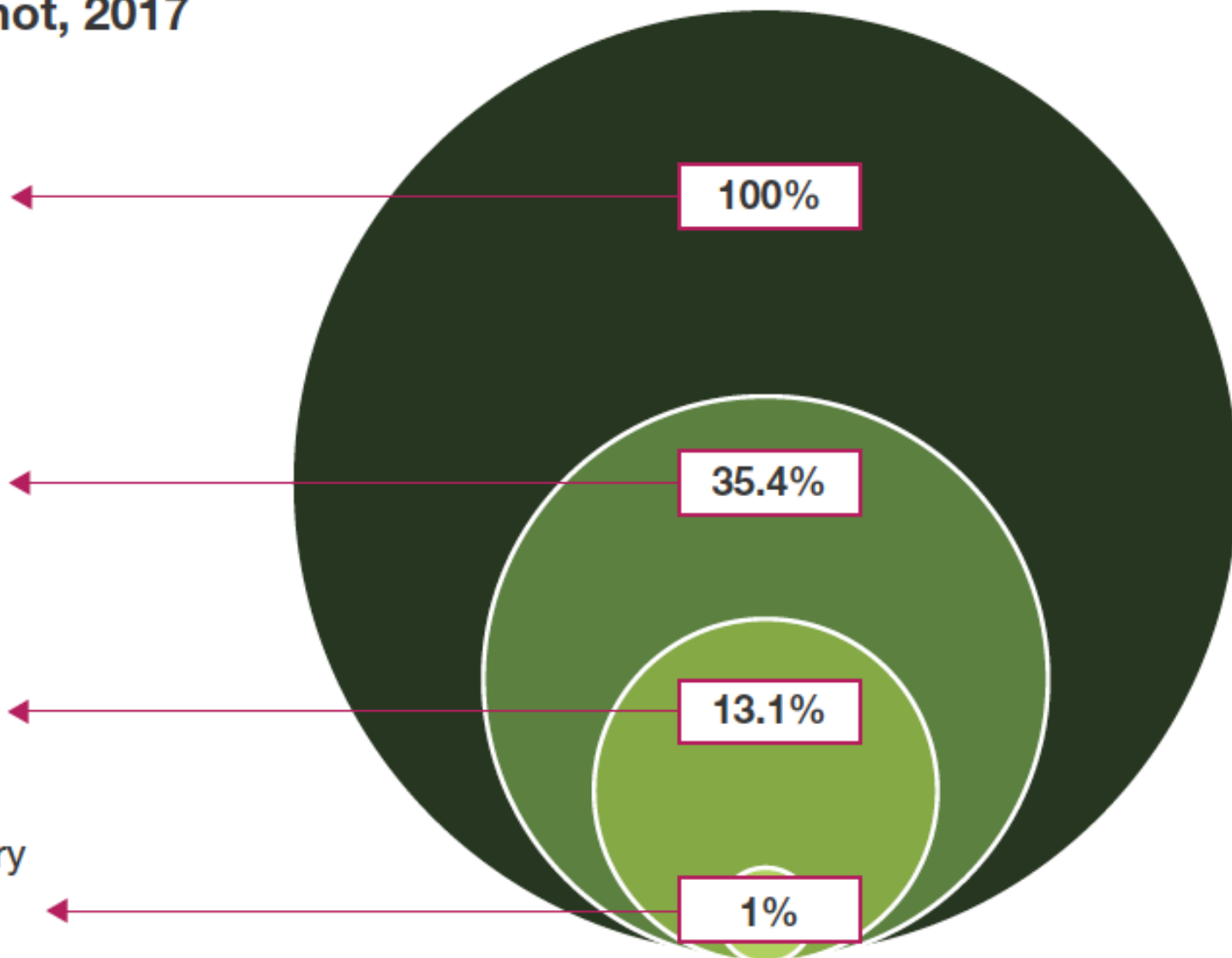
(US\$ billions)

Total retail sales
\$14,502.7

Total grocery
retail sales
\$5,135.1

Total online
retail sales
\$1,904.5

Total online grocery
retail sales
\$150.4



Source: Forrester Data: Online Retail Forecast, 2017 To 2022 (Western Europe); Forrester Data: Online Retail Forecast, 2017 To 2022 (US); and Forrester Data: Online Retail Forecast, 2017 To 2022 (Asia Pacific)

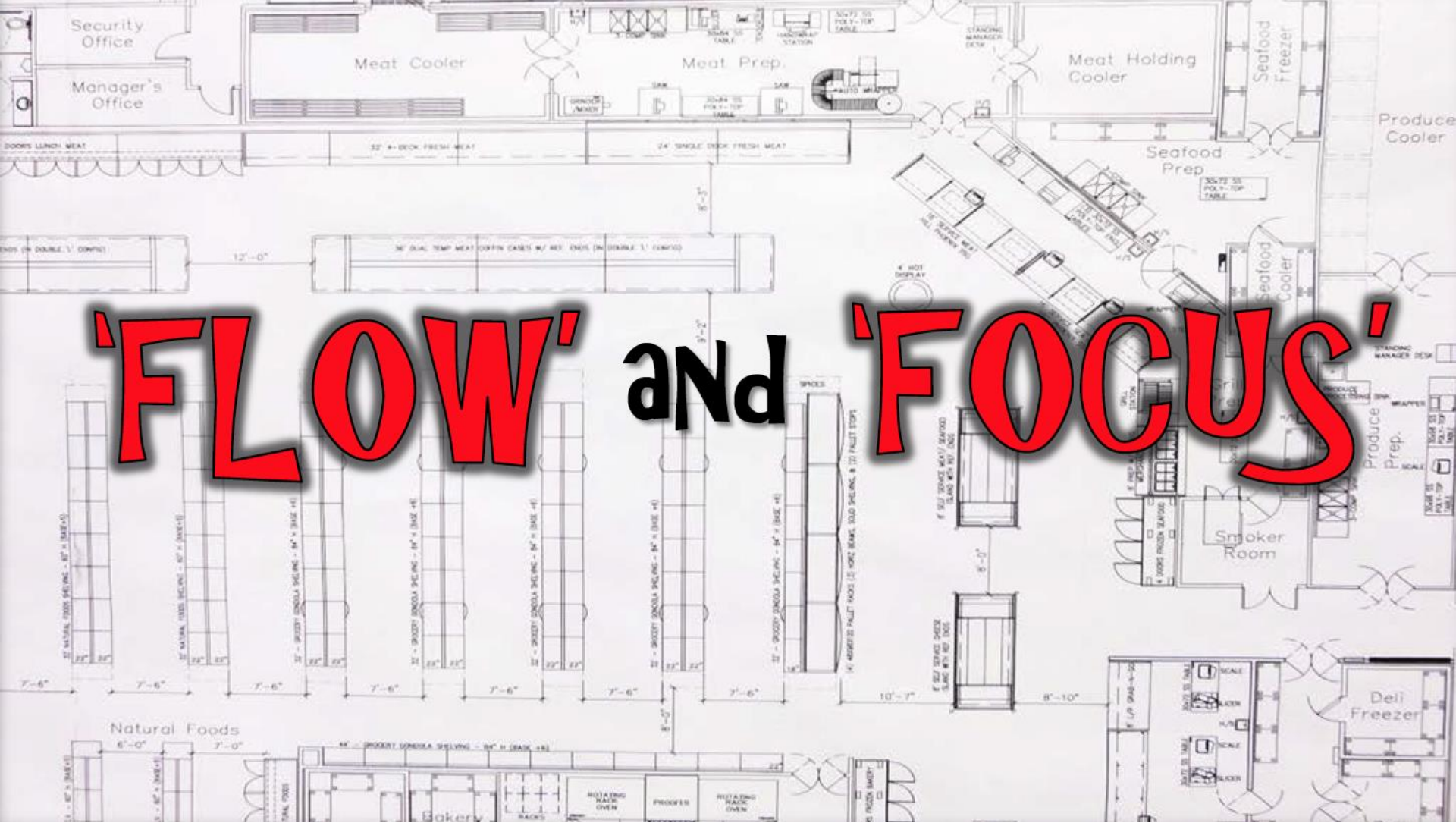
Commerce en ligne des aliments

“Why don’t you order groceries online?”

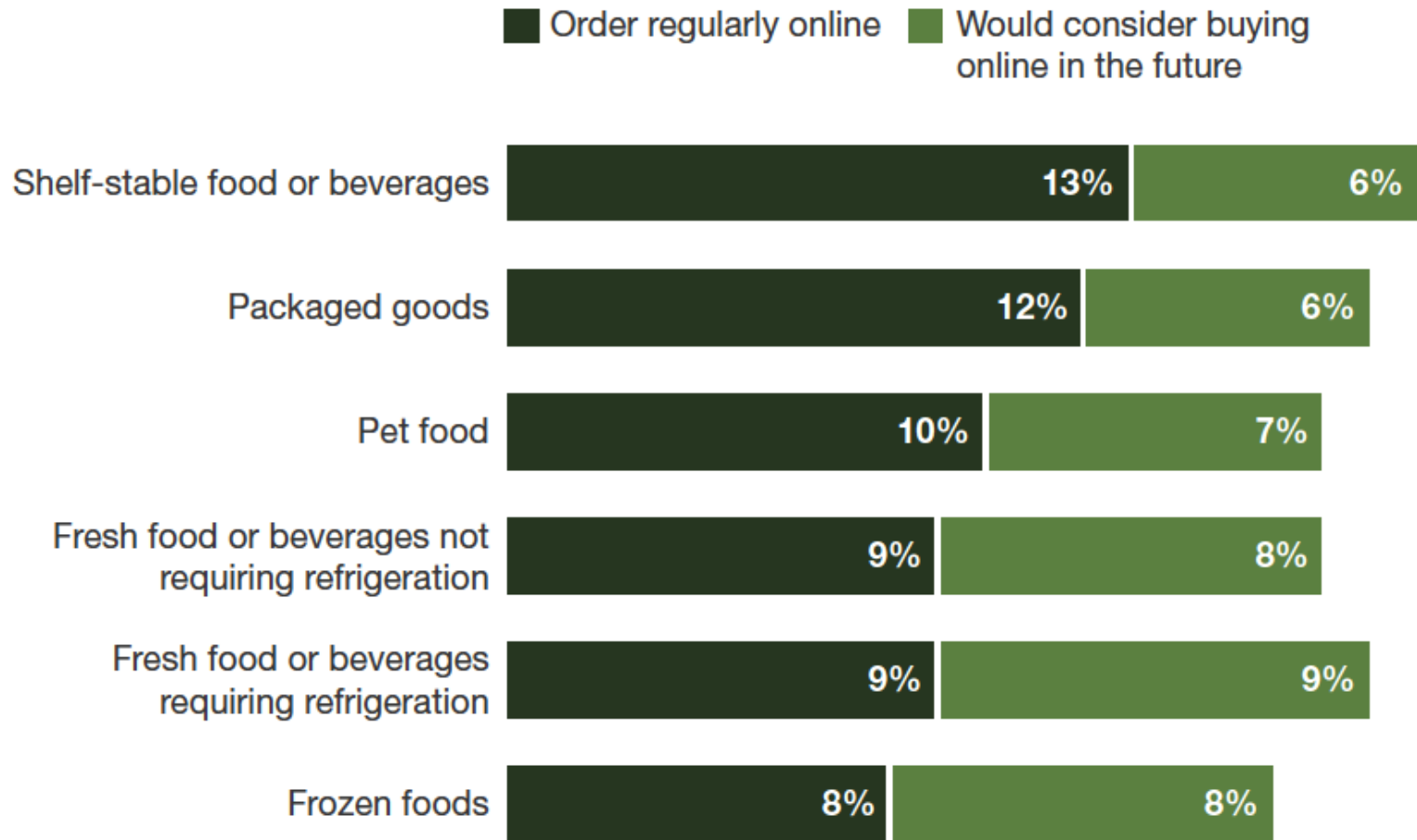
(Multiple responses accepted)



'FLOW' and 'FOCUS'



“What types of grocery products do you regularly order online? Which types of grocery products would you consider buying online in the future?”



Base: 4,504 US online adults (18+)

Source: Forrester Data Consumer Technographics® North American Retail And Travel Survey, Q4 2017 (US)