How COVID-19 has reshaped the food industry

The impacts of COVID-19 on the food industry were vast and sudden. To better understand what the industry is facing, we spoke with 150 technology decision makers involved in retail, restaurant or food service operations across the U.S. and Canada. The insight? This is an industry with a more aggressive focus and adoption of disruptive technologies, driven by the need to advance the health and safety of consumer convenience.

Key findings

**Business impact**

- 70% report revenue declines: 32% down 0-10%, 36% down 10-30%
- Very large impacts to business from health and safety concerns (85%) and customer behavior shifts (82%)

**Consumer behavior shifts**

- More consumer demand for Curbside pickup: 28%
- Home delivery: 83%
- Mobile ordering: 49%
- Drive-thru: 23%

**Business model innovation**

Business model innovations likely/very likely to adopt in next 24 months:

- In-house, last-mile delivery capabilities: 68%
- Self-service stores: 74%
- Dedicated pickup solutions: 32%
- Reconfigured footprint: 67%

**Tech adoption**

- 1 in 3 grocers see themselves as tech-forward, early adopters: 33%
- 62% report the urgency for tech adoption substantially increased since the pandemic

**Technology currently adopted**

- Much more consumer demand for:
  - Contactless payments: 85%
  - Home delivery: 83%
  - Mobile ordering: 49%
  - Curbside pickup: 28%
  - Drive-thru: 23%

**Contactless technologies adopted**

- Food Lockers: 21% widespread, 14% in pilot
- Facial Recognition POSs: 14% limited, 43% in pilot
- Facial Recognition Kiosks: 43% limited, 43% in pilot
- Vehicle Recognition: 14% limited, 31% in pilot

Download the full report at www.PanasonicFoodTech.com