

# DECEMBER 2020 SUPERMARKET/RETAIL NEWS

## WAKEFERN BANNER SHOPRITE OPENS NEW STORE IN MOOSIC, PA

Sitting at 3382 Birney Ave., the new location is 75,000 square feet and will add approximately 150 new jobs to the local economy, according to a press release

## 10 RETAILERS THAT RAMPED UP PRIVATE LABEL IN 2020

Wakefern brings new look to expanded Wholesome Pantry brand



## YEAR IN REVIEW: FOOD AND BEVERAGE SECTOR

- Grocers have had to figure out how to take advantage of their on-line shopping and grocery pick-up platforms to keep up with customer demand, as well as fend off both new entrants into the market and existing competitors and non-traditional foes who have focused their efforts on these COVID-19 influenced platforms
- The next several months will likely present new issues and concerns for the food and beverage industry. With such a high degree of uncertainty regarding the containment of COVID-19, it is difficult if not fool hardy to attempt to predict what's coming

## SHOPRITE AGREES TO COVID HAZARD PAY FOR THIS PAST SUMMER

- ShopRite employees in New Jersey, New York and Connecticut will receive hazard pay for work they did during the pandemic last summer after their union reached an agreement with the company
- The new agreement calls for ShopRite to provide \$1 an hour in back pay to employees in New Jersey, New York and Connecticut for hours worked between July 26 and Aug. 22
- The UFCW has been working since September to provide hazard pay for its members, but it has only reached deals with two other supermarkets prior to ShopRite

## SPINS: CONSUMERS INCREASINGLY TURNING TO HEALTH & WELLNESS PRODUCTS DURING COVID

- Health & wellness categories ranging from organic to plant-based and other better-for-you claims were performing strongly coming into 2020, but the impact of the coronavirus pandemic on consumers' shopping behavior this year has spurred unprecedented sales and demand
- The rise of natural and better-for-you categories at traditional supermarkets has also contributed to the segment's growth. Traditional grocery chains have devoted more space and launched separate banners for natural retail



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## GROCERY SHOPPERS SHIFT TO LESS-EXPENSIVE BRANDS AMID PANDEMIC

- When it comes to brand choice, most U.S. grocery shoppers are opting for value during the coronavirus crisis, a new survey from Inmar Intelligence shows
- Shoppers polled were clear that they won't hesitate to try new products to save money. 70% of respondents said they have searched for new types of grocery products or brands during the pandemic, and 83% aim to buy these new products again

## U.S. ONLINE GROCERY SALES REMAIN STRONG AS VOLUMES INCREASE BUT NEW USERS SLOW

- The total U.S. online grocery market posted \$8.1 billion in sales during November as 60.1 million U.S. households placed on average 2.8 orders during the month
- Shoppers who may have turned to online grocery as an alternative to in-store visits amid the initial COVID breakout for the first time have since stuck with it
- The monthly online sales trend, which has remained above the \$8 billion level since May, combined with a customer mix that reflects a declining share of first-time users, underscores the growing importance for companies to develop, implement and execute sustainable business building strategies

## U.S. Online Grocery Sales: Total spending past 30 days – Billions



Delivery includes first- and third-party providers (e.g., Amazon Fresh, Albertsons, FreshDirect, Instacart, Shipt); Pickup includes in-store, curbside, lockers, and drive up; and Ship-to-Home includes common (e.g., FedEx, UPS, USPS) and other parcel couriers.



Sources: Brick Meets Click/Mercatus Grocery Shopping Survey, Nov 2020; Brick Meets Click Grocery Survey, Aug, Jun, May, Apr, Mar 2020 and Aug 2019.



Note: Articles are linked to their source in each respective underlined title above