

Digital transformation

Digital transformation in the era of e-commerce

Online grocery demand has reached heights in 2020 that many didn't anticipate for years down the road. At the same time, evolving consumer demands and app technology are pushing grocers to rethink in-store merchandising to provide a more personalized experience for shoppers in a cost-efficient manner.

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- Aisles Abroad: Inside Alibaba's digital-first club store
- Inside Hy-Vee's 'reimagined' physical-meets-digital store
- Kroger maps its new digital 'ecosystem'

