

# WILL 2021 BRING MORE CHANGES TO IN-STORE GROCERY SHOPPING?

Throughout the pandemic, consumers have developed new shopping motivations and strategies around buying groceries. While retail habits are still evolving, here's what you need to know about the grocery shopping habits your customers will carry into 2021.

## 1 DO CONSUMERS STILL WONDER IF GROCERY SHOPPING IS SAFE?

Safety measures remain top-of-mind for grocery shoppers, with 60% of Americans worried about catching COVID-19 in-store. Consumers want visible reassurances such as signs that explain sanitizing procedures for high touch surfaces like shopping carts. Look to us for these and other solutions that boost customer confidence throughout your grocery store.

## 2 HOW WILL THE ECONOMY AFFECT GROCERY SHOPPERS IN 2021?

More than half of the world's population lost income due to COVID-19, so grocery shoppers are paying extra attention to sale prices and seeking better value for their money. Help customers find the best deals inside your store using creative endcaps and sale displays from King Retail Solutions.

## 3 AS COVID-19 RESTRICTIONS CONTINUE, HOW CAN I KEEP MY GROCERY STORE PROFITABLE?

Consumers are spending less time and money in-store, turning into "mission shoppers" who want to get in and out as quickly as possible. King Retail Solutions can design your space so shoppers easily find their way through your store, while also finding time to pick up a few extras.

