

Nontraditional Channels: Emerging Competitive Threats

Pentalllect's new report: ***Nontraditional Channels: Emerging Competitive Threats*** evaluates the impact of eleven under-reported nontraditional channels on the total Food industry. For each of these channels, we provide size and growth estimates, measure their impact on the total industry, and provide extensive survey data on consumer behavior, usage intentions, and attitudes, including the reasons for using / not using.

The eleven nontraditional channels analyzed in the report include:

Community supported agriculture (CSA)	Meal kits/home delivered meals like Blue Apron and Hello Fresh
Ethnic/neighborhood stores (e.g, bodegas)	Online like Amazon.com and Jet.com
Farmers markets	Restaurant delivery services like Grub Hub and Uber Eats
Food trucks	Specialty stores (e.g., bakeries, butchers, etc.)
Grocery delivery services like Peapod and Instacart	Trader Joe's
Limited assortment stores like Aldi and Save-A-Lot	

A summary of key findings from the report include:

Nontraditional channels will account for almost 30% of all food industry growth through 2021.

Traditional Retail will be negatively impacted the most by nontraditional channel growth.

Overall market penetration remains relatively low; indicating significant upside potential.

The nontraditional channels, collectively, will grow at double digit levels as 50%+ of consumers plan to use nontraditional channels the same or more, or will try them.

The ***Nontraditional Channels: Emerging Competitive Threats*** report covers the following topics in total and for each nontraditional channel:

- U.S. Food and Beverage Industry Sales and Growth
- Nontraditional Channel Summary Statistics
- Nontraditional Channel Growth
- Usage of Nontraditional Channels
- Frequency of Using Nontraditional Channels
- Spending at Nontraditional Channels
- Planned Usage of Nontraditional Channels
- Heavy User Group dynamics
- Consumer Attitudes toward each Nontraditional Channel
- Significant Findings

The Pentalllect ***Nontraditional Channels: Emerging Competitive Threats*** report is a "must have" for organizations trying to understand overall food industry dynamics, growth channels, shifting consumer behavior and the implications for their business strategies. The report will be available for \$1,299. To order the report, please either submit the attached form, email us at info@pentalllect.com, or call 888-651-3104.

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Note: The report is intended for the use of the purchasing company only and may not be shared with any other organization.

Once approved, please sign, scan and email this page to Rob Veidenheimer at robv@pentalllect.com.

Thank you for your business!