

What's ahead in 2021: Five things to watch



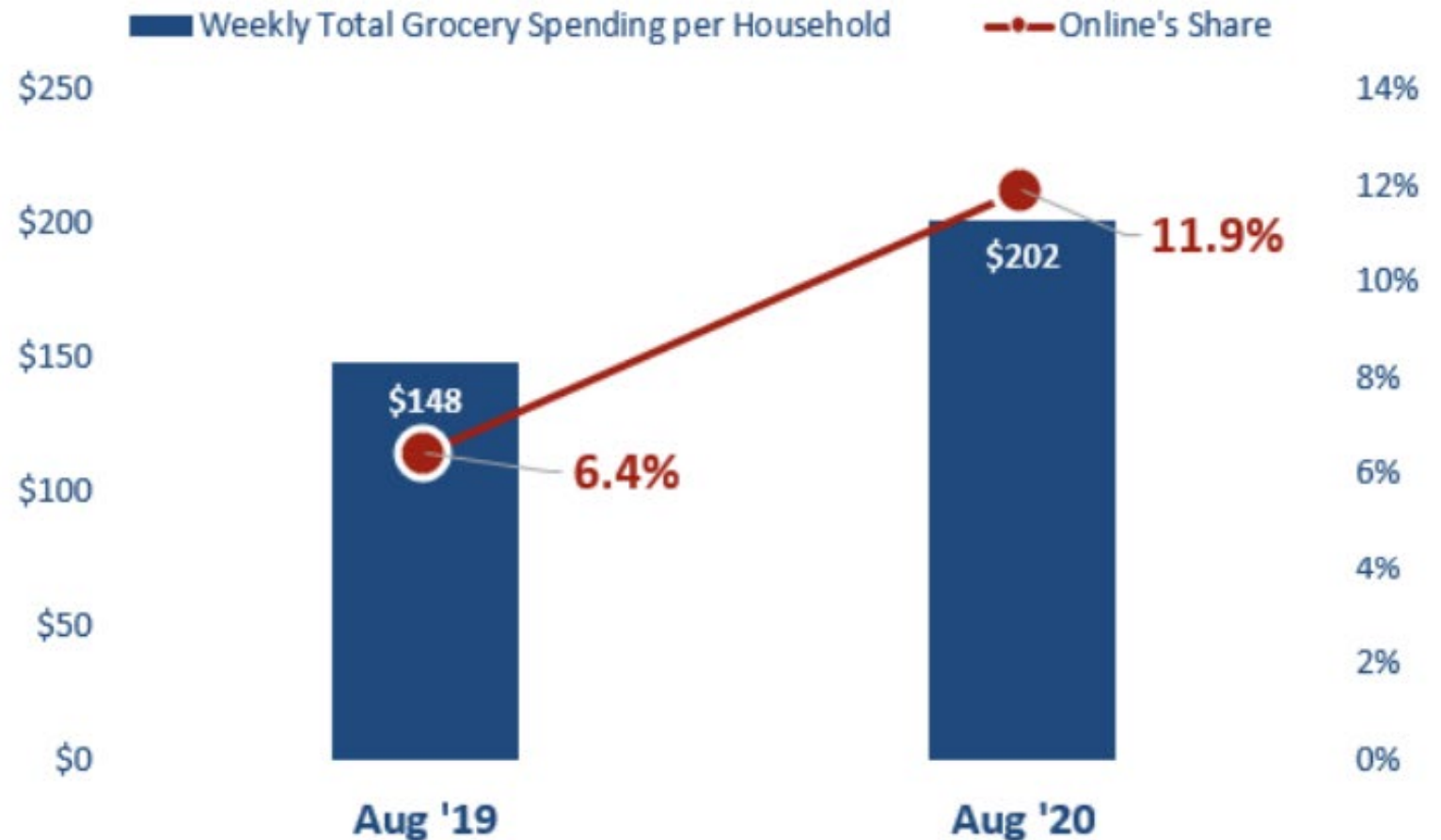
brick meets click.™

#1

Big improvements in the online grocery shopping experience

Grocery Spending & Online's Share

Total US, Past Week



Sources: Brick Meets Click/Mercatus Grocery Shopping Survey, Aug 2020; Brick Meets Click Grocery Survey, Aug 2019.

2

Breakthroughs in
the cost of last
mile delivery

Alibaba Cloud enables
the revolution of grocery
shopping with Hema's
30-minute delivery

HyVee aislesonline.com

HyVee

GROCERY PICK-UP

HyVee
aisles
online



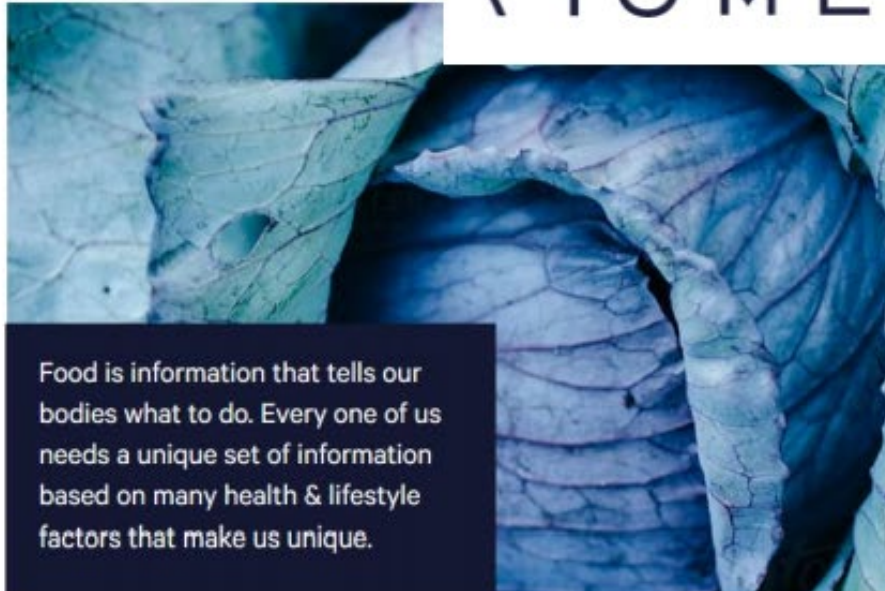
3

The power of personalized meals & food recommendations

**“Let food be thy medicine and
medicine be thy food.”**

— Hippocrates

V I O M E



Food is information that tells our bodies what to do. Every one of us needs a unique set of information based on many health & lifestyle factors that make us unique.

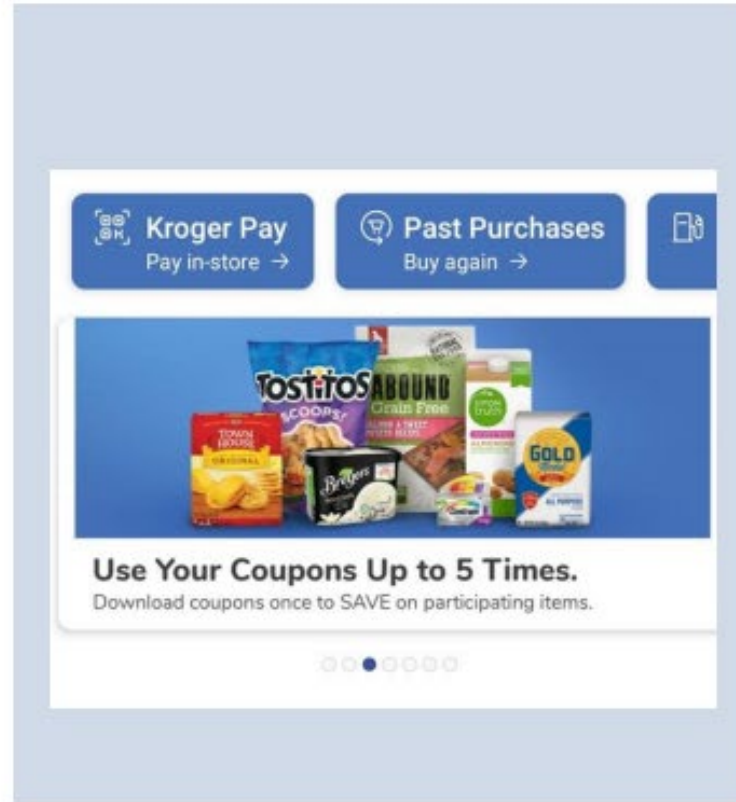
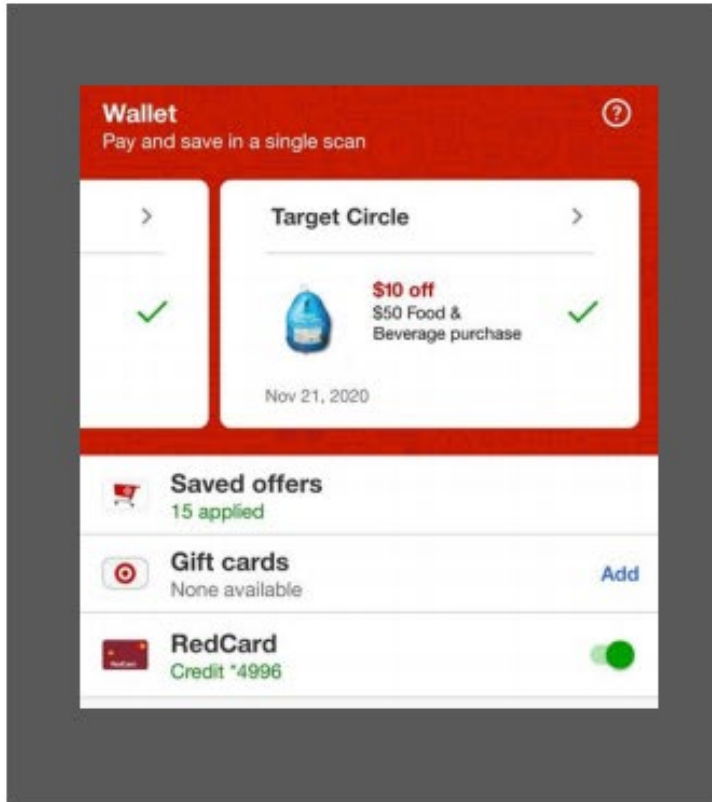
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unstoppable confidence.



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Take our easy at-home genetic test to receive your
Genetically Matched Diet & Exercise Report for Weight Loss!

Recommendations backed by science



4

Impact of next-gen loyalty programs

#5

Increased tension
between retailers
and CPGs





Be prepared to meet and compete
with innovation



Brick Meets Click is an analytics and strategic insight firm that helps organizations make sense out of the changing U.S. grocery market.

We specialize in delivering objective, fact-driven guidance on how the business is evolving so key players can proactively realign strategies and investments in context of the emerging opportunities and threats.

Visit brickmeetsclick.com for more information.