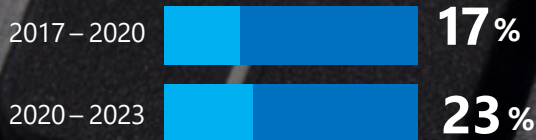


# foodservice IP E-COMMERCE INSIGHTS 2020 & BEYOND

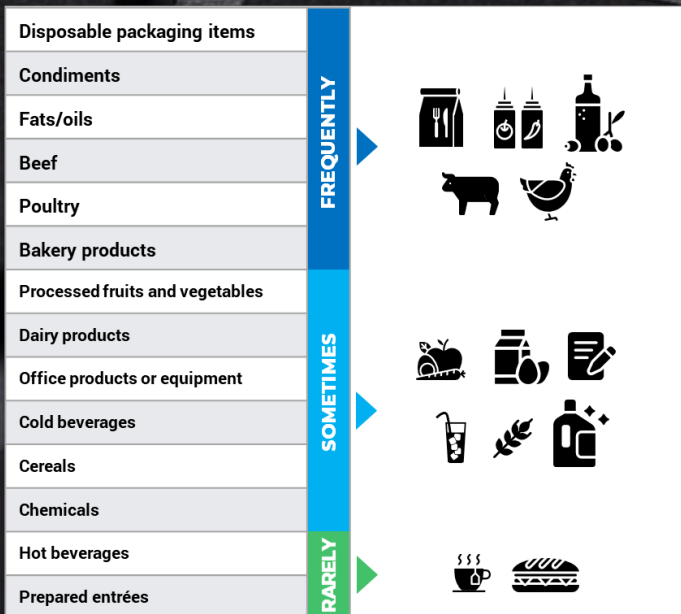
E-commerce outlook is strong off 2020 lift and expected to win permanent users.

E-COMMERCE CAGR GROWTH



E-commerce companies are gaining ground in categories historically supplied by broadliners.

FREQUENCY OF E-COMMERCE ITEMS PURCHASED

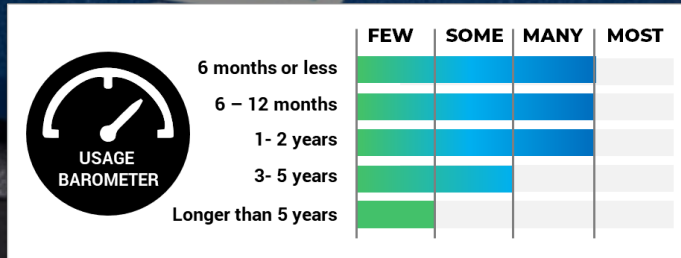


FS OPERATOR SHIPPING EXPECTATIONS

Manufacturers are getting in on the action but shipping is pivotal.



LENGTH OF E-COMMERCE PURCHASING BY FS OPERATORS



Covid-19 accelerated first-time usage for online FS purchasing.

Most e-commerce companies aim to complement, not replace, traditional distribution.

“Our intention was never to compete with broadliners. From a financial and business model perspective it’s not feasible to do that when you deliver the products in parcel or even LTL through freight companies.”

## FSIP’S TAKE



**The payoff?** Manufacturers who perform due diligence with this fact-based data save 10x more than jumping on e-commerce and changing course later.