

foodservice IP E-COMMERCE INSIGHTS 2020 & BEYOND

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





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

FREQUENCY OF E-COMMERCE ITEMS PURCHASED

removable		
Disposable packaging items		
Condiments	>	— , , , i
Fats/oils	EN	
Beef	FREQUENTLY	
Poultry	떒	
Bakery products		
Processed fruits and vegetables		
Dairy products	S	
Office products or equipment	M	
Cold beverages	SOMETIMES	₽ ₩ Å
Cereals	U)	
Chemicals		
Hot beverages	ELY	555
Prepared entrées	AA	TP TAYAY

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.