

# NAVIGATING THE E-COMMERCE FOODSERVICE ECONOMY

*Supply Chain Intelligence and Patron Insights for the  
Evolving Digital Foodservice Landscape*

## BACKGROUND

In 2016 and 2020, Foodservice IP looked at the changing landscape of procurement from a supply-chain standpoint in foodservice. In today's marketplace, we see a very different landscape from the havoc wreaked by Covid-19. There were gaping holes in the supply chain and the demand side of foodservice. While operators are the ultimate decision makers in terms of supply decisions, patrons drive the pull-through decisions. For this reason, Foodservice IP is expanding its 2022 research to include shoppers to present a 360 degree view of the digital marketplace in foodservice. The intelligence gathered in this engagement will give clients the required knowledge to formulate actionable and strategic responses.

## ENGAGEMENT OBJECTIVES

- Evaluate the impact of e-commerce on the supply chain in 2022.
- Identify trends and evolutionary directions of digital sourcing and supply chain disruptors.
- Identify consumer usage, attitudes and plans for digital ordering and online requirements through 2025.
- Assess implications of online growth and demands for foodservice distributors, manufacturers and operators.
- Provide benchmarks to manufacturers regarding strategic and tactical approaches to the digital economy management.

## APPROACH

- **Engagement Initiation**—We met privately with each sponsor to discuss program objectives and proprietary research needs
- **Existing Data Review**— We gathered and reviewed public information to identify current trends prior to going into field
- **Qualitative and Quantitative Research**—*In-depth supplier interviews* to understand the strategic importance of digital ecommerce to manufacturers; *Consumer survey of 300 heavy-to-moderate users* of online foodservice to glean attitudes and usage insights; *Survey of 100 operators*, including FSRs, QSRs, Education, Healthcare, Lodging and others determined by sponsors to assess issues, preferences and plans; *Detailed supply chain interviews with traditional broadline distributors* and online-only players such as Foodservice Direct, and Amazon — plus central and cloud kitchens, as well other new middleman in the value chain.

## NEXT STEPS

To purchase the Navigating the E-Commerce Supply Chain study, please complete the acceptance form on the following page or contact:

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## FSIP DELIVERS

We offer deeper strategic insights  
at a price that beats the competition.  
Our study sponsors receive:



Robust reporting and analysis of the  
current ecommerce landscape and  
its future outlook



Detailed perspectives around  
top suppliers in the foodservice  
procurement space



Trends and dynamics impacting  
the market and individual  
segments + opportunity analysis  
to aid in profitable expansion and  
participation in online procurement



Go-to-market supplier activity  
+ implications for online  
procurement participation



Review of specific opportunities  
and threats within sponsor  
product categories



Truly strategic guidance around  
foodservice initiatives

## PURCHASE AGREEMENT

## Navigating the Foodservice E-Commerce Supply Chain

YES, I'd like to purchase the study for \$9,500.

### ACCEPTANCE

Name \_\_\_\_\_

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Once approved, please sign, scan, and email this form to your FSIP representative:

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Thank you for your business!