



IELKA Conference 2021

How meta-shoppers drive change in eGrocery

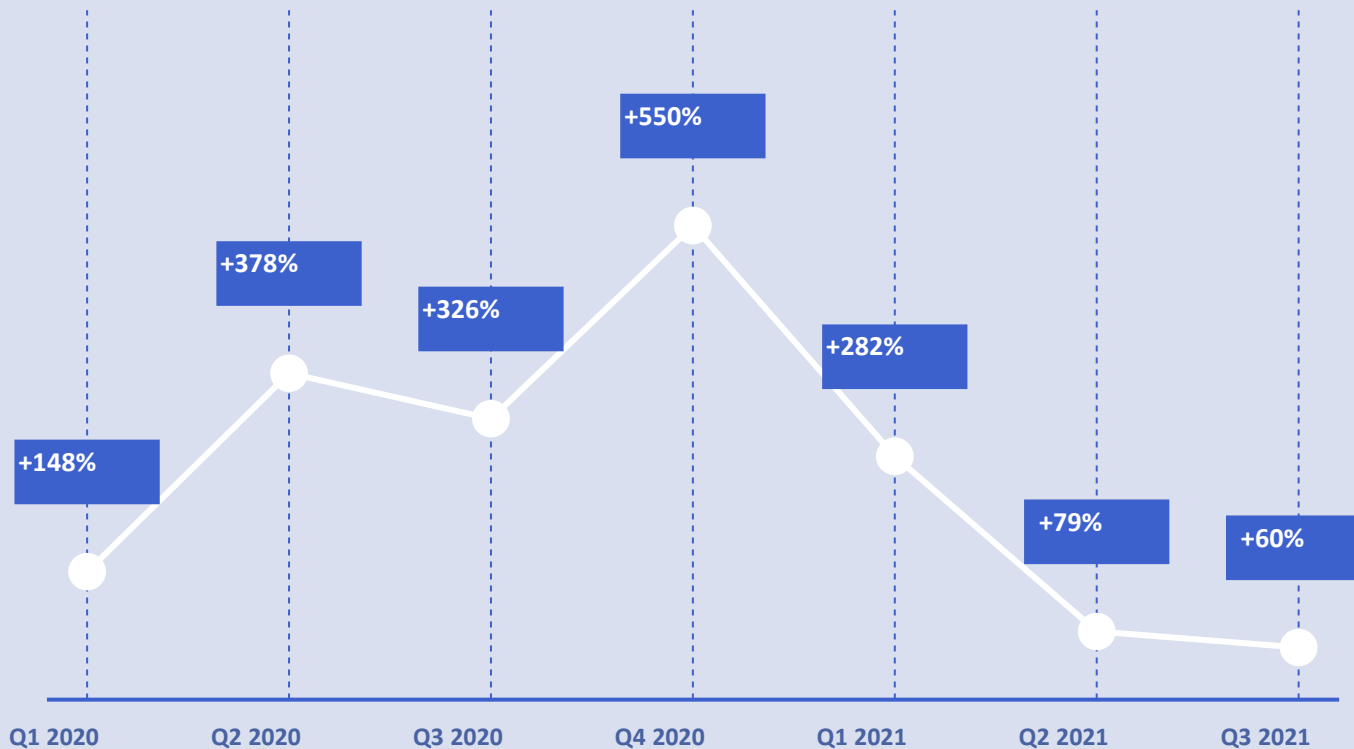
Kelly Petropoulou, Retail Offering Manager, Convert Group

Η ανοδική πορεία συνεχίζεται

FY 2020: €163,3M +260% Y-o-Y

S1 2021: €140,6M +122% Y-o-Y

Evolution of Year over Year Growth in Sales Value of eRetail Audit Sample *



Forecasted **FY 2021:**
€240M - €260M

~+55% Y-o-Y

Estimated Online-to-Offline Penetration

~2,1% of €11.5bn total grocery turnover **

~3.1% of estimated turnover of retailers having both offline and online presence + e-fresh.gr ***

* eRetail Audit Sample includes the online shops of AB, Bazaar, Kritikos, Masoutis, MyMarket, Sklavenitis, Thanopoulos, including their sales through box.gr, delivery.gr, efood.gr

** Estimation based on publicly available data on annual turnover of total grocery sector (€11.5bn)

*** Estimation based on publicly available data on annual turnover (excluding B2B) of AB, Bazaar, Kritikos, Market In, Masoutis, MyMarket, Sklavenitis, Thanopoulos + e-fresh.gr (estimated turnover for e-fresh.gr)

Αλλαγή προτεραιοτήτων

Prices & promos as the most important factor
for shopping online

46%

2020



25%

2021

68%

user-friendly website

58%

great product variety

43%

quick delivery

Το προφίλ του καταναλωτή διευρύνεται



Διαφορετικά missions = διαφορετικά καλάθια + διαφορετικά business models

**Assortment
Mix**

**Online Visual
Merchandising**

**Advanced
capabilities**



Το quick commerce αλλάζει ακόμα περισσότερο τα δεδομένα

> 5 Quick commerce apps available in Greece

4/10 Online shoppers have already used one quick commerce platform to buy groceries

-42% Average Basket Value of retailer baskets through quick commerce apps compared to Average Basket Value of retailers through their main online channels (eshop, app) *

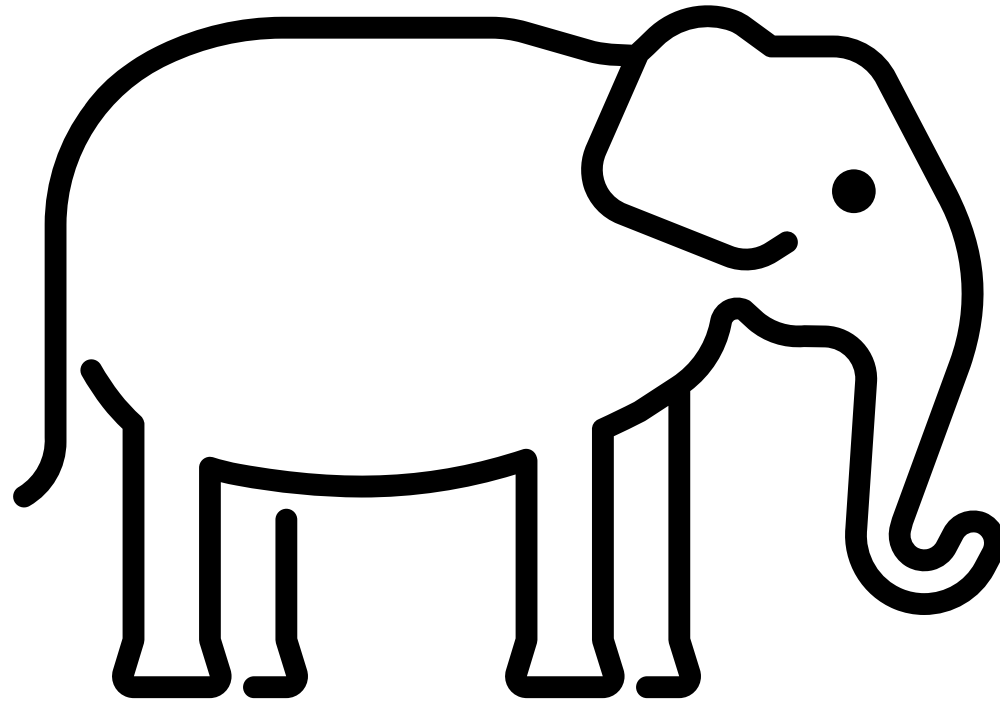
-15% Average number of items in baskets of retailers through quick commerce apps compared to Average number of items through their main online channels (eshop, app) *

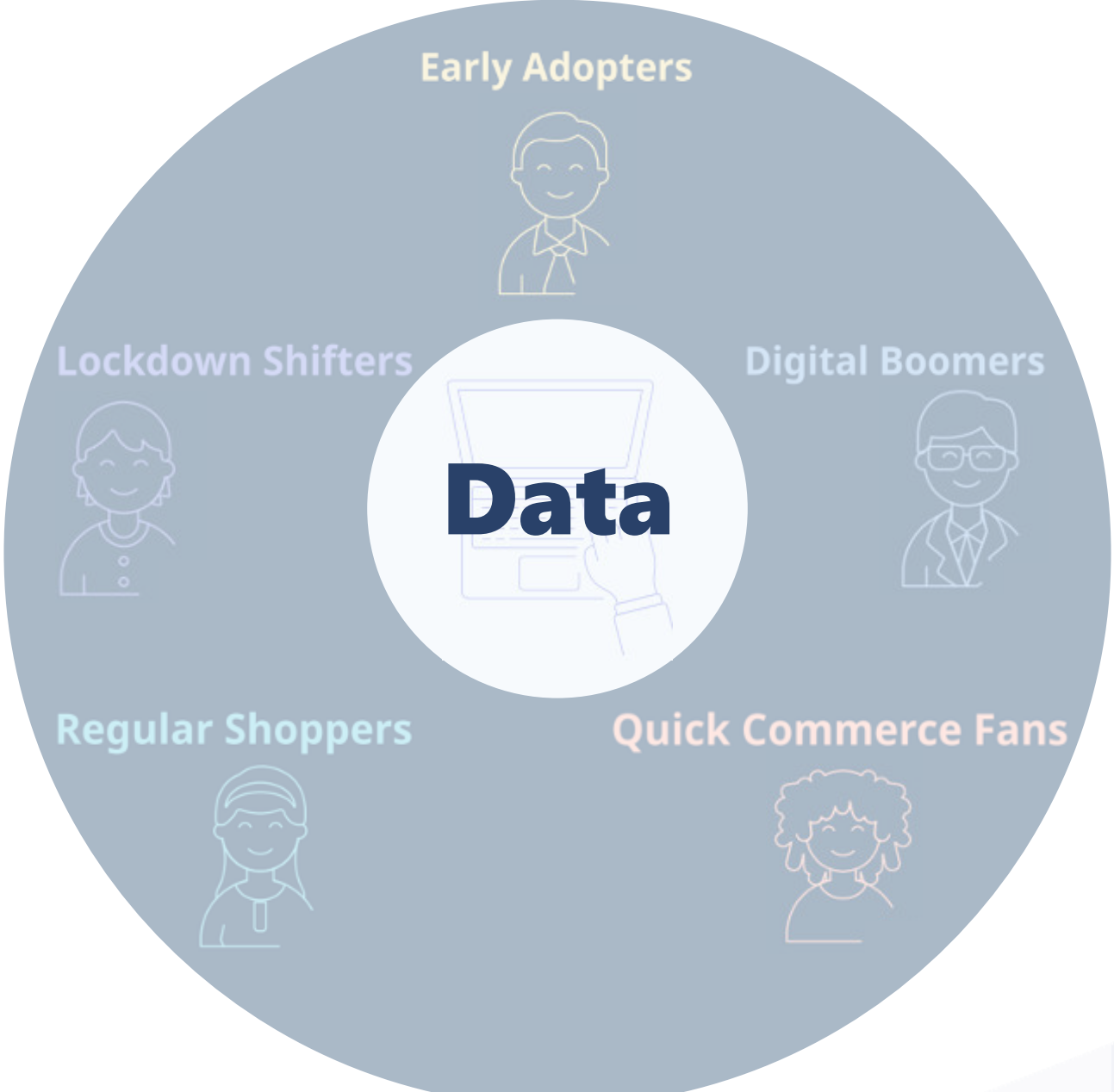
Channel Blurring

Last mile

Omnichannel

Σε ποιον ανήκει ο καταναλωτής;





Retailers που από σήμερα μοιράζουν τα eCommerce KAD τους μέσω της Convert Group



THANK YOU



Kelly Petropoulou

Retail Offering Manager

E : kpetropoulou@convertgroup.com

T : +30 215 215 0526

M: +30 694 053 5050

convertgroup.com



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