

Transforming Stationary Retail

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03/08/2023 Revolutionizing retail strategy and network design with a data-driven approach.

The grocery retail industry is undergoing fundamental changes. In addition to internal factors, external factors also have a major influence on EBIT, although these are difficult to quantify and predict.

E-commerce is one of these future influences on stationary retail. While still competing for market share, grocery e-commerce is experiencing enormous growth rates, and more and more customers are willing to switch to online grocery delivery.

This Porsche Consulting study analyzes consumer behavior in the German grocery shopping market. It assesses the development of e-commerce and its impact on stationary retail. Furthermore, it shows how management in grocery retail can successfully shape their digital transformation and thus provides guidance on how to implement concrete measures and deliver valuable results for securing the profitability of individual stationary retail stores.

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