

## How Grocery Stores Will Become More Like Tech Companies

Audio



eMarketer executive editor Rimma Kats and principal analyst Andrew Lipsman explain how grocery stores will evolve, how many people could replace in-store shopping with voice commerce, a partnership between Alphabet's drone arm Wing, FedEx and Walgreens and more.





What Shopping-Related Activities Have Voice Assistant Users in the US and Europe\* Conducted via Voice Assistant?

% of respondents, Nov 2017 & May 2019

Researching/browsing about products and services	
	<b>82</b> %
	74%
Customer service interactions post-purchase (e.g., booking an appointment, step-by-step recipe guidance)	
37%	
52%	
Buying products (groceries/home care/clothes)	
35%	
53%	
Making payment for a product/service	
28%	
48%	
Nov 2017 May 2019	
Note: n=5,037; *France, Germany and the UK Source: Capgemini Research Institute, "Smart Talk: How organizat embracing voice and chat assistants," Sep 5, 2019	ions are
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