

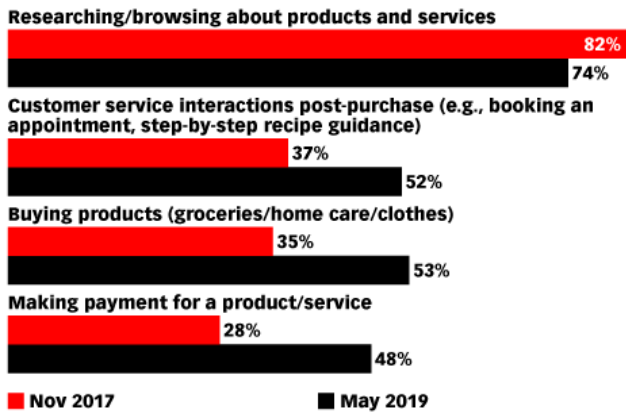
# How Grocery Stores Will Become More Like Tech Companies

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



Note: n=5,037; \*France, Germany and the UK  
Source: Capgemini Research Institute, "Smart Talk: How organizations are embracing voice and chat assistants," Sep 5, 2019

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