



Behold the power of the modern grocery shopper

They've changed the game. Now it's your move.

Modern shoppers have sky-high expectations—and no shortage of choices. If you can't deliver, they'll gladly go elsewhere.

What shoppers expect

How shoppers behave









But it's not you. It's your supply chain approach.

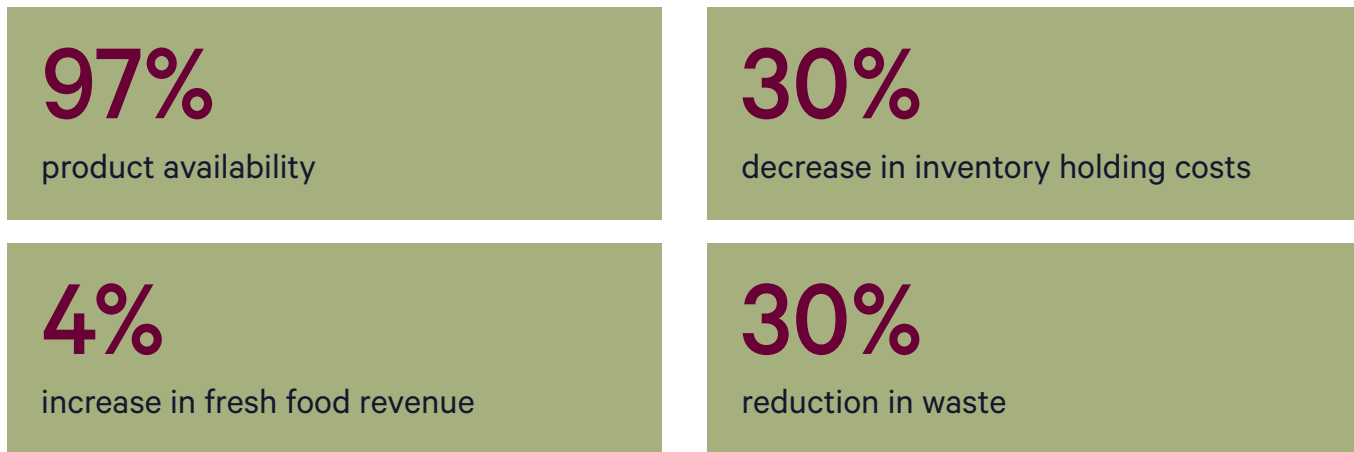
If meeting all those demands feels impossible—while turning a profit—you're not alone. The real problem? A traditional, static and siloed supply chain that just can't keep up. **It's time for a modern approach.**



Traditional vs. modern grocery supply chain

Traditional supply chain	Modern supply chain with Blue Yonder
 <p>Static Plans based on static data lead to inventory imbalances and waste</p>	 <p>Dynamic AI-powered demand and supply planning ensures the right products at the right time</p>
 <p>Slow and prone to disruption Disconnected systems limit agility, causing negative shopper experiences</p>	 <p>Fast and resilient A unified platform enables quick adjustments and a positive consumer experience</p>
 <p>Disconnected teams and goals Poor coordination creates inefficiencies and waste</p>	 <p>Connected outcomes Shared goals and synchronized actions optimize resources and reduce waste</p>

Real results from leading grocery brands with Blue Yonder



It's simple: Modern shoppers require a modern supply chain.

To keep pace, grocers must transform how they plan and execute. Blue Yonder unites teams, network partners and workflows to deliver smarter, faster decisions—from source to shopper. By applying intelligence at every level, you can adapt to change, deliver with precision, and build stronger shopper loyalty.



<https://www.zebra.com/gb/en/about-zebra/newsroom/press-releases/2024/87-of-retail-associates-in-europe-concerned-about-loss-prevention-according-to-zebra-study.html>
<https://www.bizerba.com/int/en/lp/segment-fresh-ready-meals-awareness-expectations>
<https://www.zendesk.fr/blog/customer-experience-statistics/>
<https://www2.deloitte.com/us/en/insights/industry/retail-distribution/fresh-food-trends-produce-traceability-concerns.html>