

## Nontraditional Channels: Emerging Competitive Threats

Pentalllect's new report: ***Nontraditional Channels: Emerging Competitive Threats*** evaluates the impact of eleven under-reported nontraditional channels on the total Food industry. For each of these channels, we provide size and growth estimates, measure their impact on the total industry, and provide extensive survey data on consumer behavior, usage intentions, and attitudes, including the reasons for using / not using.

The eleven nontraditional channels analyzed in the report include:

- Community supported agriculture (CSA)
- Ethnic/neighborhood stores (e.g, bodegas)
- Farmers markets
- Food trucks
- Grocery delivery services like Peapod and Instacart
- Limited assortment stores like Aldi and Save-A-Lot
- Meal kits/home delivered meals like Blue Apron and Hello Fresh
- Online like Amazon.com and Jet.com
- Restaurant delivery services like Grub Hub and Uber Eats
- Specialty stores (e.g., bakeries, butchers, etc.)
- Trader Joe's

A summary of key findings from the report include:

- Nontraditional channels will account for almost 30% of all food industry growth through 2021.
- Traditional Retail will be negatively impacted the most by nontraditional channel growth.
- Overall market penetration remains relatively low; indicating significant upside potential.
- The nontraditional channels, collectively, will grow at double digit levels as 50%+ of consumers plan to use nontraditional channels the same or more, or will try them.

The ***Nontraditional Channels: Emerging Competitive Threats*** report covers the following topics in total and for each nontraditional channel:

- U.S. Food and Beverage Industry Sales and Growth
- Nontraditional Channel Summary Statistics
- Nontraditional Channel Growth
- Usage of Nontraditional Channels
- Frequency of Using Nontraditional Channels
- Spending at Nontraditional Channels
- Planned Usage of Nontraditional Channels
- Heavy User Group dynamics
- Consumer Attitudes toward each Nontraditional Channel
- Significant Findings

The Pentalllect ***Nontraditional Channels: Emerging Competitive Threats*** report is a "must have" for organizations trying to understand overall food industry dynamics, growth channels, shifting consumer behavior and the implications for their business strategies. The report will be available for \$999 until September 15 after which the price will be \$1,299. To order the report, please either submit the attached form, email us at [info@pentalllect.com](mailto:info@pentalllect.com), or call 888-651-3104.

## Nontraditional Channels: Emerging Competitive Threats

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*Once approved, please sign, scan and email this page to Rob Veidenheimer at [robv@pentalllect.com](mailto:robv@pentalllect.com).*

*Thank you for your business!*