



Retail Trends in Grocery

Retail packaging and displays in the grocery sector have undergone a transformative evolution driven by both consumer preferences and sustainability initiatives.

As retailers continue to adapt to changing consumer behaviors, the future of retail packaging and displays promises further integration of sustainability, creativity, and efficiency to meet evolving customer expectations.

Our Trendspotter team is tracking these behaviors and offers the following observations in grocery retail trends.

TRENDING DISPLAYS

Weekender Displays

These displays are strategically designed to capture the attention of weekend grocery shoppers.





The Weekender remains the most popular style of display in grocery stores. The one-piece unit is easy to assemble, making it perfect for showcasing bagged snacks and goodies. Featuring multiple shelves, it easily accommodates various-sized bags and products.



Cricket's is a registered trademark of Cricket's Snacks

How Do Weekenders Persuade Shoppers?



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Visual Appeal: Bright colors and attractive designs catch the attention of shoppers who, on the weekends, are typically open to impulse purchases.
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Convenience and Accessibility: The Weekender provides shelves at differing heights, making it easy for all shoppers to quickly look at the item and put it in their cart.
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Strategic Placement: While weekend shoppers are open to impulse purchases, they are also moving quickly. Placing Weekender displays in high traffic areas allows for easy visibility.
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Seasonal Flexibility: A benefit to most in-store displays, specifically those made of sustainable materials, is their versatility in design. This also goes for Weekenders; they can be easily customized for specific seasons or holidays, capturing buyers' attention.

TRENDING DISPLAYS

WOW Displays in Grocery



Creating a WOW factor can be as simple as combining multiple displays or incorporating oversized props.

The primary goal is to capture customers' attention from a distance and drive sales effectively. By making your display visually striking, you can significantly enhance its appeal and attract more shoppers.

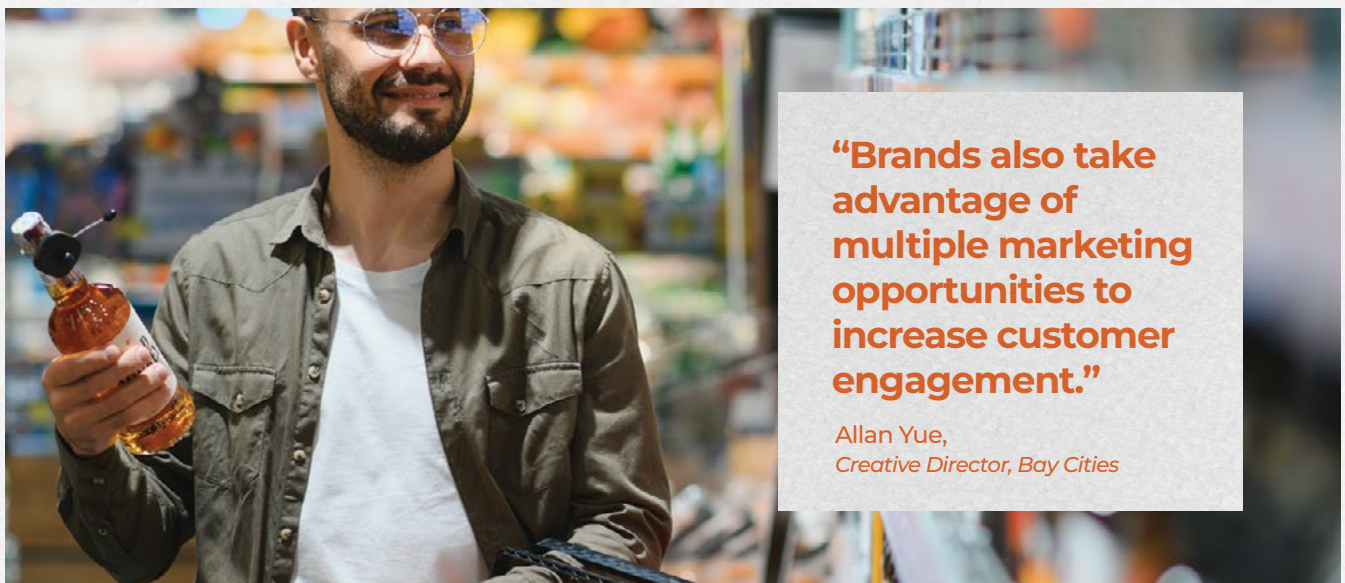
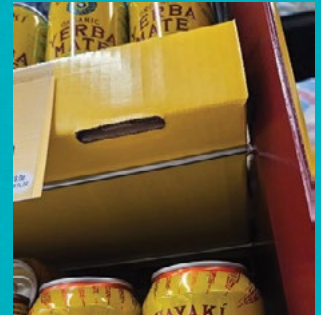
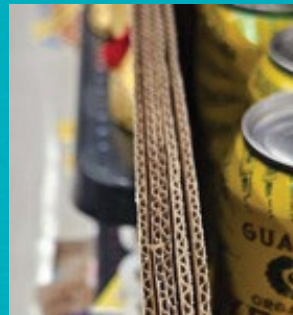
TRENDING DISPLAYS



SLANE is a registered trademark of Slane Castle

Innovative Beverage Displays

We consistently see unique and innovative solutions in beverage display design. These solutions include multiple boards, double wall, and even securing metal bands underneath to secure the board from drooping.



“Brands also take advantage of multiple marketing opportunities to increase customer engagement.”

Allan Yue,
Creative Director, Bay Cities

Specialty Markets



Asian and Latino markets are experiencing significant growth across the nation, making it crucial to understand these trends and expand exposure to these target demographics. This presents a great opportunity for brands to tap into a growing consumer base and drive substantial growth.

The US ethnic food market is projected to grow from \$24.7M in 2023 to \$46.7M by 2032.*

*Ethnic Foods Market, Fortune Business Insights



Doña María, Embasa, and Del Fuerte are registered trademarks of Hormel Foods, Inc.



Estrella Jalisco is a registered trademarks of Grupo Modelo Co.



Sustainability in Grocery

When you walk into an environmentally conscious grocery store, it's aesthetically evident in the natural color palettes and recyclable materials. Committed to reducing carbon footprints, these stores also place a strong emphasis on local products and produce.

95% of consumers want to make sustainable living a greater part of their lives.*

61% of consumers said they were aware of the sustainability efforts made by their preferred grocers.*

40% said they were willing to pay a premium for sustainable choices.*

*9 Grocery Retail Trends in 2024, Oracle



Does Technology Have a Place in Grocery?

25%

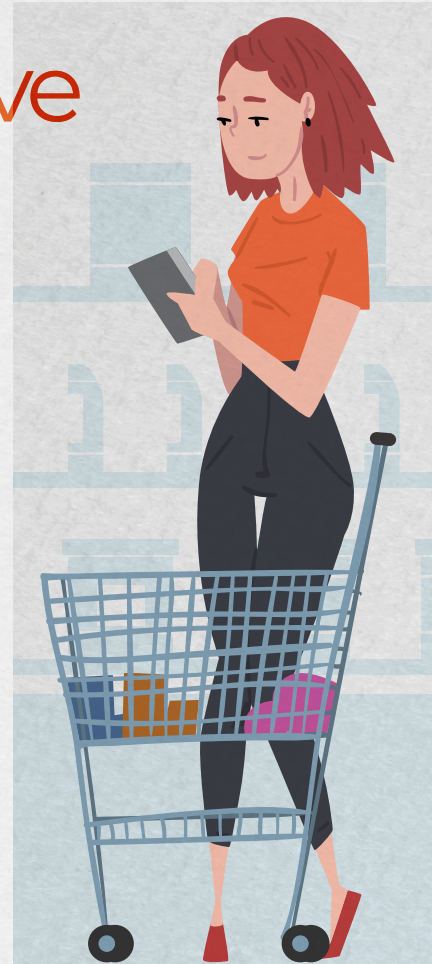
of consumers now use grocery shopping apps*

Such apps hold shopping lists, display store maps, offer digital coupons, and integrate with loyalty programs.



According to Progressive Grocer's second annual Grocery Trends Study, despite 77% of shoppers stating they are open to new grocery technology, consumers admit that having a human element in stores will always be an important aspect of their shopping experience.

[9 Grocery Retail Trends in 2024, Oracle](#)



TikTok, Retail's Latest Competition

As seen in Progress Grocer, TikTok is making its appearance in the world of shopping.

62%

Are familiar with TikTok Shop Experience

68%

Will consider in-app purchases

48%

Discover new items in TikTok over other channels

Only time will tell if Instacart and DoorDash should be worried. However, though consumers aren't shying away from digital grocery purchases, 40% of those who discover a new product on TikTok will make the purchase in-store.

[9 Grocery Retail Trends in 2024, Oracle](#)

According to recent research, shoppers are going in-store 79% of the time for their groceries, citing the ability to see products and immediately make a purchase as the main reason.

Are you maximizing how your products are getting noticed in-store?

Bay Cities is a full-service designer and manufacturer of sustainable packaging and in-store displays that drive sales at major retailers nationwide. Strategically located near the Port of Long Beach, our Los Angeles headquarters offer comprehensive solutions for brands looking to move products off the shelf. This includes in-house design and structural engineering, manufacturing, fulfillment, logistics, and distribution to retailers. With a centrally located, TAPA-certified packout facility and state-of-the-art digital printer in Chicago, we can also assist with domestically produced suppliers on the East Coast. Bay Cities is committed to sustainability which is why our corrugate is SFI™- and FSC™-certified, 100% recyclable, and is made with 99% post-consumer waste.

As leading experts in retail design, we have assembled the TrendSpotters — a unique team of our top structural, graphic and brand designers combined with our top marketers. We are consistently tracking trends such as shopper behavior, technology, new or unique products and brand innovations. We use this data to validate our design decisions and marketing efforts and share with our customers for continued collaborative success in retail.



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