



## Q1 2023 Executive Roundtable

**Jon Beck**

*CEO, Managing Partner,  
Columbus Consulting International*

Grocers reinvent post-pandemic:  
Ecommerce surge, diverse marketplaces,  
and automated experiences on the  
horizon.

We are seeing a complete reinvention for grocers post pandemic. New ERPs, master data integration and ecommerce enablement and fulfillment are dominating the pipeline. With experts determining that grocery ecommerce penetration is set to double within the next 5 years, we can expect the emergence of multi-vendor marketplaces to serve diverse customer needs (like vegan options, whole/organic foods, farm to table vegetables) and fulfillment coming directly from the source. We can also expect the emergence of RMA activity with grocers (retail media advertising) to expand beyond stores and into websites as packaged good vendors vie for digital scans and clicks. Overall, this is an exciting time for the grocery retail industry and we predict fully automated and virtual experiences to be on the horizon.