

# TOP 10 CPG PREDICTIONS for 2019



## 1 Resurgence of Frozen

Due to cleaner labels and higher quality products



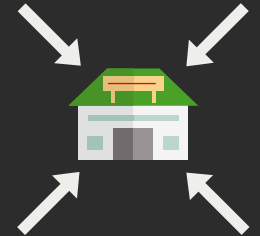
## 2 More E-Commerce Changes

Online retailers will move selectively into brick-and-mortar stores



## 3 Renaissance of In-store Experience

Expect changes in prepared foods, eating spaces, entertainment and education



## 4 Smaller Store Footprints

Slow death of the mall will lead to repurposing of anchor stores



## 5 Grocery Home Delivery

Look for expansion to include prepared food and complete meals



## 6 Omnichannel Experience

Retailers will focus on physical store formats and digital experience



## 7 Naturally-Derived Wellness Additives

CBD products will continue to gain popularity as stigma declines



## 8 Shopping Trip Composition Changes

Shoppers shifting away from stock up trips



## 9 Return to Premiumization

Quality, convenience and healthiness matter more than price



## 10 Price Increases

Increasing transportation and commodity costs will force price hikes

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