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# *The impact of e-commerce on the food supply chain and the challenges for public policy*

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*Workshop jointly organised by the EUI and Assonime*

*Florence, 20 September 2019*

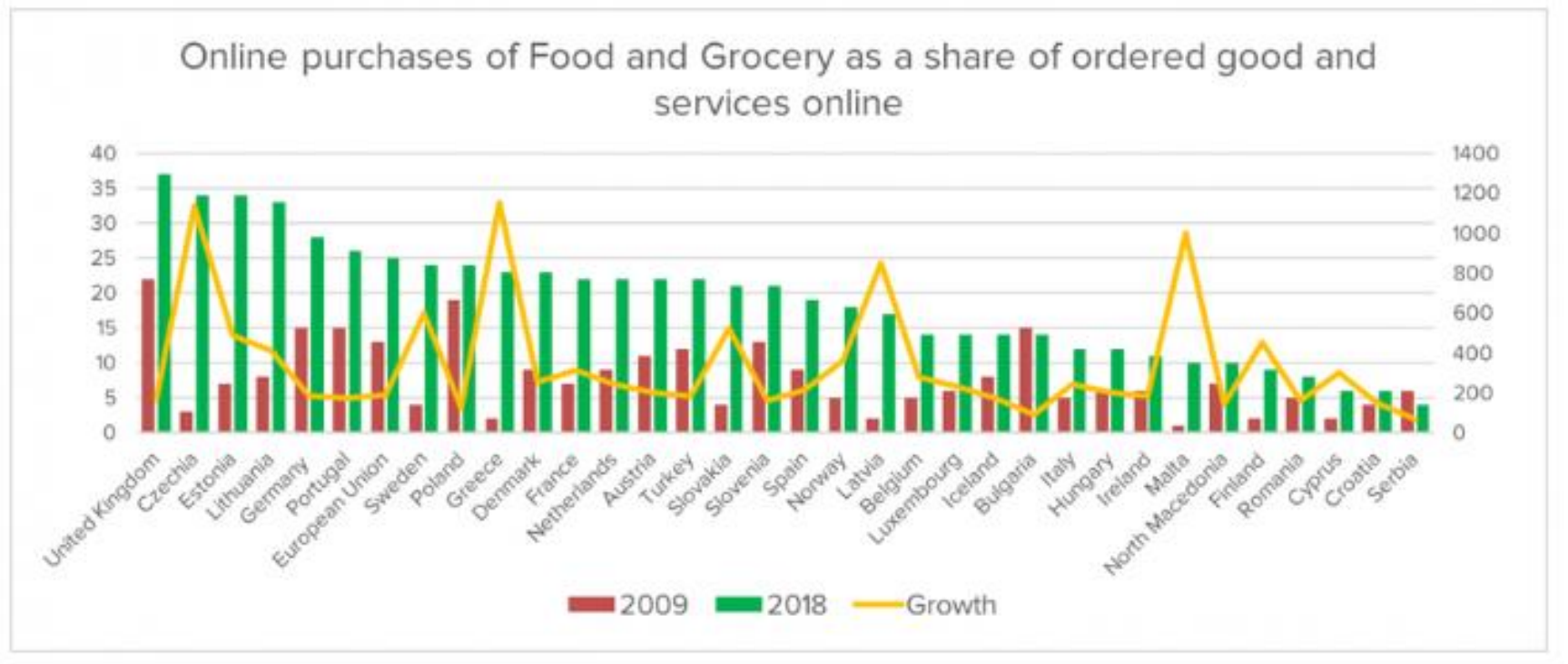
# E-commerce as the fastest global retail channel

- Global online food and beverage sales will record an increase of 80% by 2022, according to the research firm Euromonitor International. This growth will outpace the **73% growth projected for the broader retail industry** during the same time period
- Euromonitor forecasts that global online retail sales will **eclipse** traditional grocery sales (Source: Euromonitor International, What's New in Retail: Emerging Global Concepts in 2017)



*While store-based modern and traditional grocery retailing will remain larger, internet retailing is changing the traditional way of shopping for many products, but especially for groceries (Michelle Grant, head of retailing at Euromonitor International)*

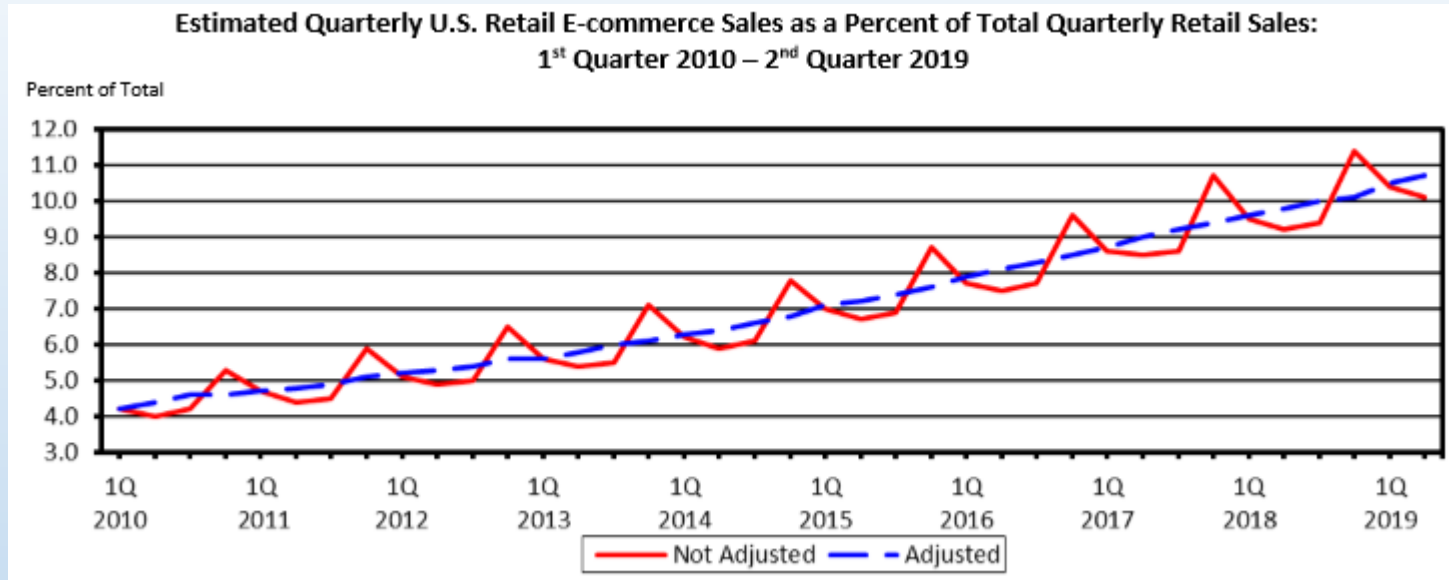
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Source: Eurostat, 2018

In Europe, in 2009 the online food and grocery shopping accounted for 13% of the ordered goods and services online. **Since 2009 until 2018, the share of food and grocery e-shopping has almost doubled (92% growth) and in 2018, 25% of online orders were made for food and groceries.** The above graph shows that the growth of online orders for food and grocery as a percentage of ordered goods or services between 2009 and 2018 has been exponential in some EU countries (e.g. Greece, Latvia and Malta)

# The current trend in the US



Source: US Census Bureau, August 2019

Last August, the US Census Bureau of the Department of Commerce announced that the estimate of U.S. retail e-commerce sales for the second quarter of 2019 (adjusted for seasonal variation but not for price changes) was **\$146.2 billion**, recording an **increase of 4.2 percent ( $\pm 0.9\%$ )** from the first quarter of 2019. Notably, e-commerce sales in the second quarter of 2019 accounted for 10.7 percent of total sales

# Today's Roundtable Discussion

The Roundtable provides the opportunity to discuss:

1. How the digital transformation affects the marketing and business strategies of undertakings at the different levels of the supply chain, with a focus on e-commerce
2. The impact of these developments on the definition of relevant markets and the assessment of market power
3. The role of platforms in the food sector
4. The resulting challenges for policy makers and competition authorities

# LET'S START!