

Supermarkets Embrace Carry-Out and Delivery

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How people shop and dine has changed, especially as the consumer demand for choice and convenience increases. Supermarkets have taken note and are becoming more than just a place to buy milk and snacks. Local grocery stores are now a go-to destination for ready-made meals, whether one-site, take-home or delivered to a doorstep.

Supermarkets are capitalizing on this trend by doubling down on the prepared foods opportunity. Whether gourmet pizza or fresh salads, operators are expanding their culinary offerings to compete with traditional restaurants. Whether it's a quick weeknight dinner or a special dietary requirement, supermarkets are focused on quality, variety and customization to attract a broader customer base.

Stocked with ready-to-heat, home meal replacement and grab-n-go options, grocery stores are attracting more and more consumers looking for quick and easy dining solutions.

In addition to the aisles, shoppers also want the option to order up their favorite dishes from the comfort of their own homes. Technology is helping grocers cater to this need by streamlining the ordering and delivery process for consumers in just a few taps.

It's safe to say that supermarkets are taking one-stop-shop to a new level, making supermarkets a contender for a consumer's dining dollars.

Tip: Consumers may prioritize convenience, but they also want great-tasting food. To help ensure food stays fresh and enhances the dining experience, operators need versatile [food packaging solutions](#) [1] for different applications, such as freezer to oven or microwaveable.

Links

[1] <https://sabert.com/products/collections/hot>