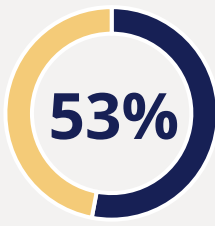


ENHANCE THE CUSTOMER JOURNEY WITH PRODUCT ENRICHMENT

'Only 1 in 10 grocers provides sufficient product information to inform and guide their customers regarding the food they buy during their shopping journeys'

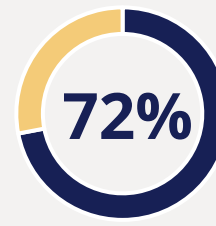


IVIS Group, 2022



'53% of 17,000 customers surveyed in 2021 want their Grocers to educate them about the food they purchase'

Deloitte, 2021



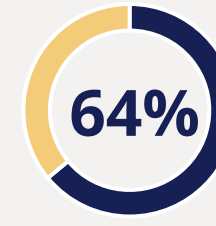
'72% of shoppers say transparency matters'

Food Industry Association 2022



'60% of the respondents surveyed preferred health over affordability'

Deloitte, 2021



'64% indicated that they have become more interested in the influence of food on their health'

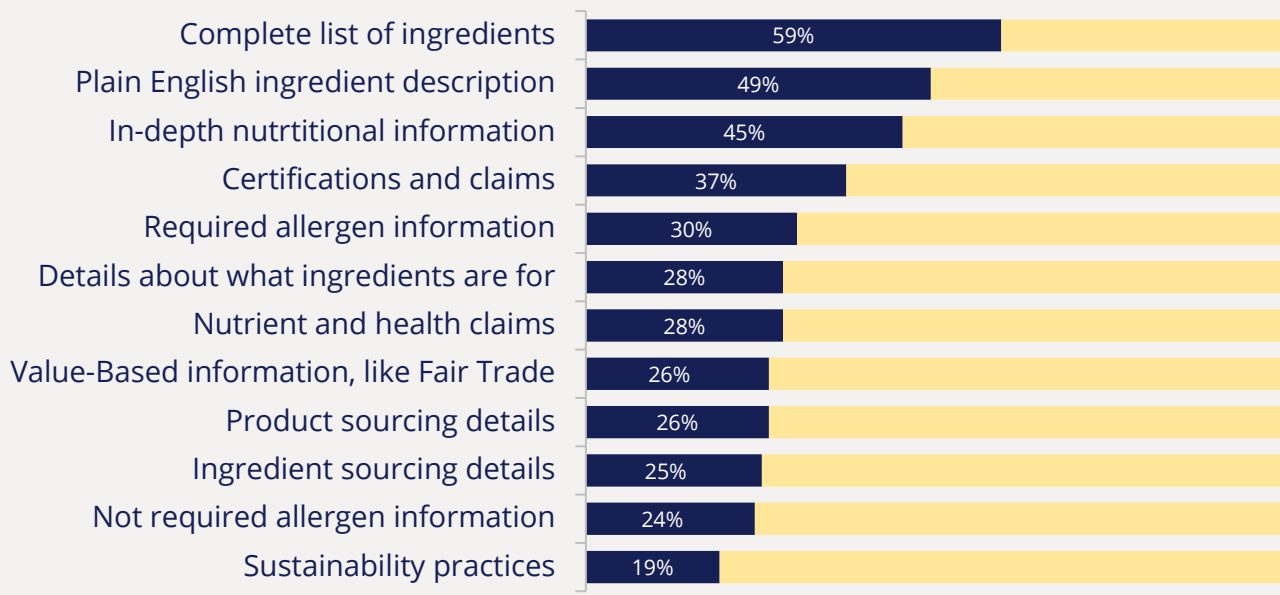
Deloitte, 2021



'25% of households include at least one allergy or intolerance sufferer'

Food Standards Agency, 2017

Factors shoppers use to decide if a brand or manufacturer is being transparent



Food Industry Association, 2022

Use Product Enrichment Services to positively impact your customers' shopping journey.

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ENRICHED ATTRIBUTES

Health, lifestyle and sustainability product attributes to bring alive your product pages, navigation filters, alerts and suggestions to enhance the customer experience.



**Make an impact on your customer's life,
request a demo now.**

