

# TOILET PAPER PANIC

Don't get caught with your pants down

By 2022, the ecommerce share of individual grocery categories is expected to be

**3x**  
higher

than pre-COVID levels

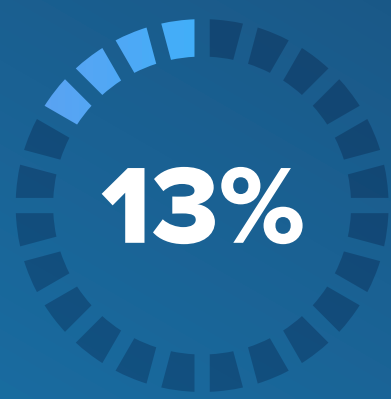


CPGs and wholesale distributors face an omnichannel balancing act to keep product on hand.

Achieving unified ecommerce is a challenge organizationally and technologically.

## Why the time is now to **RETHINK** your **PROMOTIONAL PROGRAMS**

The use of online grocery services (across all fulfillment models) **more than doubled** from February to March 2020



**13%**

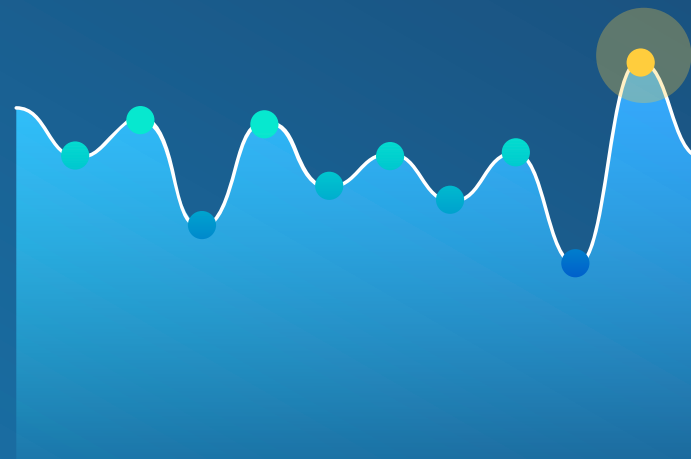


**30%**

or from 13% to more than 30% of US consumers

By 2022, individual grocery categories are expected to be

**2x higher**  
than pre-covid forecasts



Ecommerce is predicted to drive more than

**70%**  
of sales

Source: Boston Consulting Group: "CPG Companies Face an Ecommerce Tsunami."

## How would you answer these **QUESTIONS?**

How and where are you promoting your products?

Is the impact to foodservice and wholesale distribution equal?

Do you practice unified ecommerce?



To learn more, check out this conversation.

[Read the Blog](#)

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