

# Consumer-Centric Grocery Fulfillment

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Digital Grocery is almost universally margin-erosive for our clients, for every additional \$1bn in revenue they transact digitally they are losing \$14m from their bottom line. But given customer demand for digital shopping is only continuing to grow, the inability for Grocers to turn a profit in this business will ultimately become an existential threat – they either adapt to compete with their competitors who are investing and transforming, they continue to trade at a growing loss, or they fight over a smaller and smaller share of the non-digital market.

**“Consumer-Centric Grocery Fulfillment” brings together Capgemini’s strengths across Customer Experience and Intelligent Supply Chain to help make digital fulfilment profitable, from order to door.**

With our capabilities in enabling end to end journey transformation, starting from the customer journey and continuing that through store operations into last mile processes, we are ideally placed to help our clients understand, develop and innovate in the digital grocery marketplace.

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