



rrd

2025

GROCERY RETAIL MARKETING OUTLOOK

01 WHAT'S AHEAD FOR GROCERY MARKETERS — AND HOW TO PREPARE FOR IT

In a category defined by slim margins and fast-changing shopper expectations, grocery marketers are entering 2025 with a sharp eye on innovation and adaptability. Based on responses from grocery retail professionals who participated in a recent RRD industry survey, many are balancing concern across multiple fronts — from evolving consumer behavior and market dynamics to the complexities of compliance and technology adoption:

56%

say it's difficult to keep up with the pace of change in marketing

62%

agree that compliance issues are distracting from serving customers

THESE CHALLENGES UNDERScore THE GROWING NEED FOR CONNECTED STRATEGIES THAT DRIVE LOYALTY, SUPPORT PERSONALIZATION, AND ENABLE FAST, FLEXIBLE EXECUTION.



02

BALANCING BRAND AND PERFORMANCE

This group is investing in brand equity and immediate returns in equal measure. Grocery marketers are splitting budgets and objectives almost down the middle:

AD DOLLARS

56%

of ad dollars support brand-building

44%

are focused on direct sales

SPEND

52%

of spend is allocated to customer acquisition

48%

is aimed at driving loyalty

03

WHERE BUDGETS ARE GROWING IN 2025

To better engage customers and deliver value, grocery marketers are ramping up investment across digital and retail environments:

76%

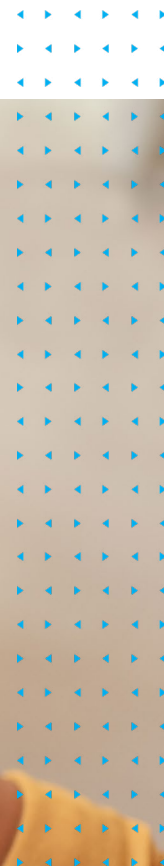
plan to increase spend on online video (e.g., YouTube, streaming)

74%

expect to grow budgets for company websites

71%

will invest more in e-commerce and retail media networks



04 TOP TECH PRIORITIES: PERSONALIZATION AND CONNECTED EXPERIENCES

Technology investment plans center on tools that connect digital with physical, automate engagement, and personalize the experience:

60%

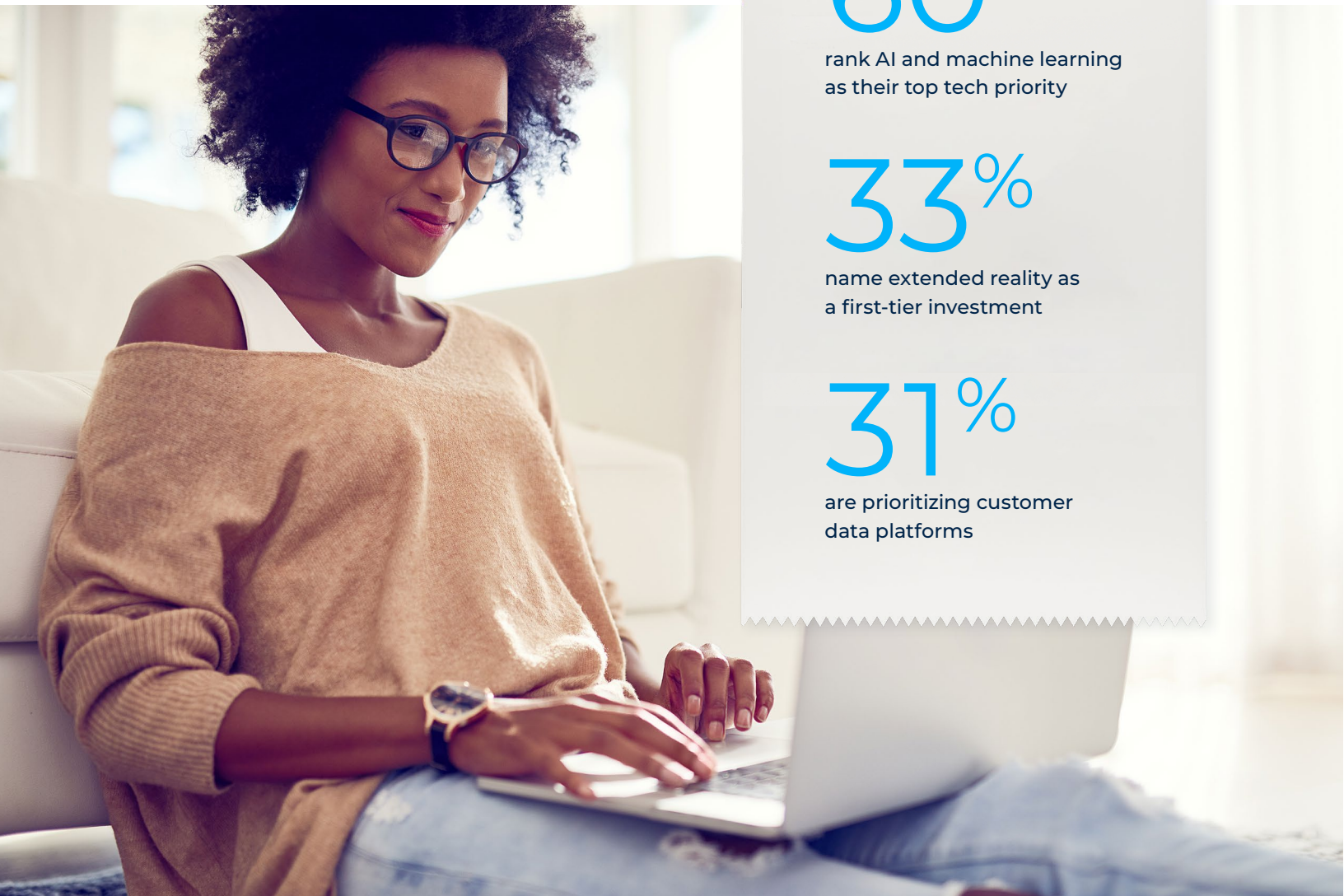
rank AI and machine learning
as their top tech priority

33%

name extended reality as
a first-tier investment

31%

are prioritizing customer
data platforms



05

EXPLORATORY INVESTMENTS

This group is actively testing new ways to meet customer expectations across channels and touchpoints:

- Grocery marketers show growing interest in social commerce (**44%** as a second-tier priority), voice search and conversational AI (**52%** second-tier), and big data/analytics (**41%** third-tier)
- Extended reality is gaining traction, appearing as both a first-tier (**33%**) and second-tier (**53%**) investment
- Cryptocurrency is also on the radar — while still exploratory, **50%** rank it among their top three priorities

“

To stay competitive, grocery marketers must be fast, flexible, and deeply tuned in to shifting shopper behavior. Success hinges on real-time insight and seamless execution.”

— Paul Mandeville, Chief Product Officer,
Digital Marketing and Tech Solutions, Digital Product Management, RRD





Discover how RRD helps grocery marketers adapt to shifting shopper behaviors, drive loyalty, and maximize omnichannel growth.

Visit [RRD.com/consumer-and-retail/grocery](https://www.rrd.com/consumer-and-retail/grocery)

Want a closer look at what's driving grocery shoppers in 2025? Explore [RRD's CPG and Grocery Consumer Report](#) for fresh insights into evolving behaviors, priorities, and expectations.