Indicators

Coronavirus COVID-19

Early clues on the post-crisis consumer & market realities

Apr 7th



#4 Trace Tech.

Consumers are sharing their data in new ways

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Image by PublicDomainPictures from Pixabay

#4 TRACE TECH

Data privacy and how we manage it is changing

As the Covid 19 crisis deepens, governments across Europe have rolled out or plan to launch phone-tracking apps to trace people who came into contact with those infected and to monitor people under quarantine. Technology was central to how governments in Asia tackled their outbreaks. Chinese consumers are, in many ways, ahead of consumers in the West when it comes to tech based payment systems, online retailing and social networking.

The measures have triggered criticism from some data privacy activists who worry that they may become permanent once the coronavirus crisis is over, while others doubt they will be effective unless most people agree to use them. They argue we are moving into a world where “Big Brother” truly is watching.

The European Data Protection Supervisor (EDPS) says the use of temporary broadcast identifiers and bluetooth technology for contact tracing protected both privacy and personal data. All of this points to a new world where people’s data and the privacy of that data may well play a key role in ‘flattening the curve’ here in Europe. Understanding how people adopt new data-sharing technology will help us understand how food consumption and data will merge in the future.

We call this Indicator **TRACE TECH**.

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#4 TRACE TECH

Asian health services have led the way on tech based solutions

Before the rest of the world was consumed by the Covid 19 crisis, health services in China were embracing app based technology to tackle contact tracing. In early Feb, Chinese authorities launched an app that allows people to check whether they have been at risk of catching the coronavirus.

The 'close contact detector' in China's WeChat app tells users if they have been near a person who has been confirmed or suspected of having the virus. To make an inquiry users scan a Quick Response (QR) code on their smartphones using apps like the payment service Alipay or social media platform WeChat.

Singapore soon followed with their TraceTogether app, a similar contact tracing app that was downloads 1m times in the first five days of its life.

While in South Korea where the government has created a publicly available map from cellphone data that people can use to determine if they have come into contact with someone who has been infected with the novel coronavirus.







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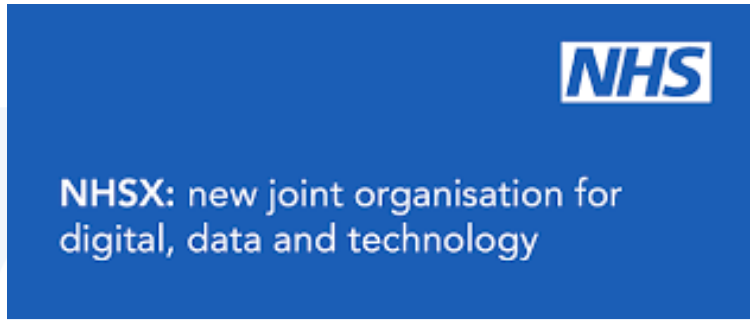
#4 TRACE TECH

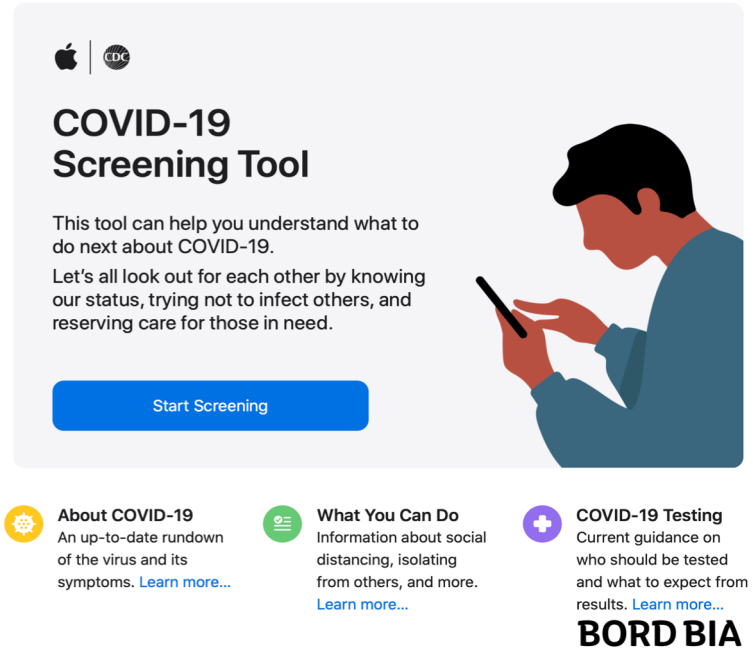
Contact tracing apps are about to land in Europe and US

In the UK, a government-backed project — which users would opt into — under way and could be launched within weeks, while the US has a growing range of projects across multiple states.

NHSX, the innovation arm of the NHS is leading the project in the UK and is hoping that at least 50 per cent of the population will sign-up for their app.

Whilst in the US Apple have developed a Covid-19 screening tool app in partnership with the Centers for Disease Control and Prevention, the White House coronavirus task force and the Federal Emergency Management Agency.





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#4 TRACE TECH

GPS data makes tracking movements possible

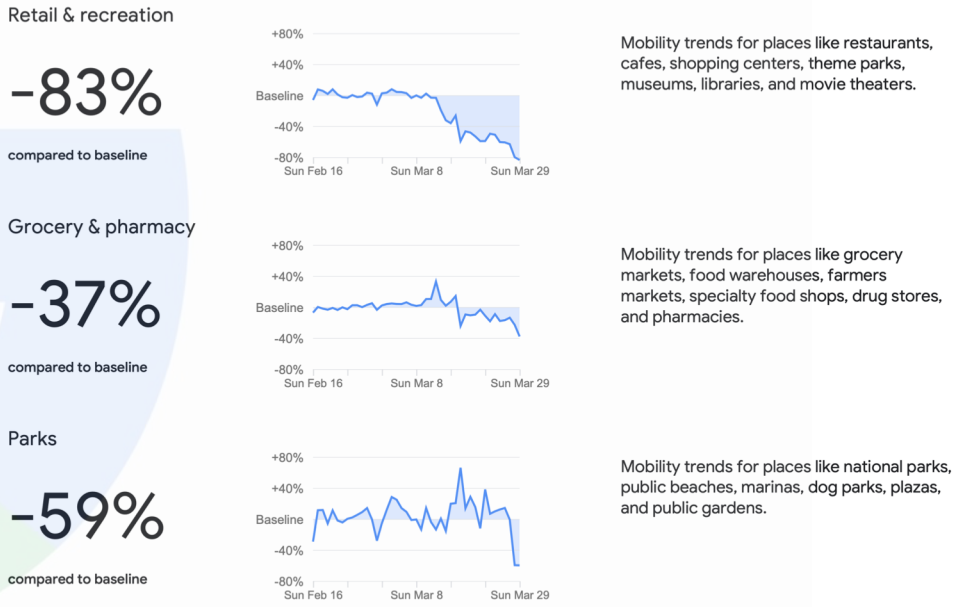
From April 3rd, Google is making available aggregated and anonymous data just like it collects from my smartphone's location history to provide a picture of how millions are making journeys across 131 countries.

Google said these COVID-19 Community Mobility Reports "show recent trends (over the past 48 to 72 hours) of the percentage increase or decrease in visits to places like retail stores, recreation spots, groceries and pharmacies, parks, workplaces and residential locations".

The aim is to provide information to public health officials so they can make adjustments to opening hours and transport availability to aid social distancing measures.

Trends are also being provided over several weeks. In Ireland this data is being provided county by county. We are moving into a world where 'monitoring our movements' is very much the norm.

Google



Source: Google Mobility Report (Ireland)

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A Tipping Point For Data Sharing and Automation?

Current observations would suggest that online grocery—even for global specialists such as Amazon and Ocado—is already very congested. Many consumers are experiencing long lead-times for home-delivery.

Equally, however, it would appear that many shoppers are trying online shopping for the first time. As retailers scale-up capability online we may well find the 'automation' of order groceries kick-ins as a behavioural norm.

We are seeing the early stages of this emerge in the US market already. California based Superior Grocers have adopted Itasca Magic's computer-generated ordering and direct-store-delivery (DSD) receiving solutions to replace existing legacy software for its retail locations.

Superior's ambition is for their shoppers to experience "near-perfect availability" of the products on their lists via automation.



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#4 TRACE TECH

Data Enabled Contactless Grocery Shopping

New York based FutureProof Retail is making its Mobile Checkout Solution free of charge for retail food stores and pharmacies nationwide during the coronavirus pandemic.

The New York-based company said its Mobile Checkout, which allows shoppers to scan items with their phones as they shop and pay with a scan at a mobile checkout station, is helping shoppers practice social distancing—avoiding lines, interactions and additional product handling—while enabling them to get the food supplies they need amid the coronavirus pandemic.

According to Winsight Grocery Business, FutureProof is in place at Fairway Market stores in New York, which has been recommending the app as a part of its safety recommendations to shoppers.

Since that campaign began, Fairway has seen app adoption increase by more 300%, with 20% of transactions now coming through the mobile checkout app in its city stores and as much as 30% at some locations.

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#4 TRACE TECH

Data Enabled Contactless Grocery Shopping

We know the grocery shoppers of the future will be ‘digital natives’ those who have always had access to computers and the internet and therefore rapid change is the norm for them.

Ernst & Young in their Eight Forces That Will Shape The Future Consumer Report, identified the Smart Consumer, who will use AI to optimize everything including what they eat.

These consumers are likely to allow AI bots and smart home services to perform consistent purchases, and people will trust them to make the right decisions. Running low on milk? Your smart fridge will order it for. Eating too much saturated fat? Your health app on your phone will block you from over ordering on you Amazon or Tesco app.

Advances in wearables and nutrigenetics that allow consumers to customize a diet that is ideal for them will be possible. All of these one-time pieces of ‘science fiction’ are coming to pass and its all because **people are getting more comfortable sharing their personal data**. These are the long since predicted Smart Shopper behaviours we’ve been told about for years.

We may well look back at the Covid 19 pandemic as a period that accelerated adoption of technologies such as a AI.

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Early implications for Irish Food & Beverages

Consumers embrace data-sharing for health purposes
Consumers adopt 'virtual shopping lists' via AI
Consumers allow wearable data to change their diets
Consumers embrace contactless retailing

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