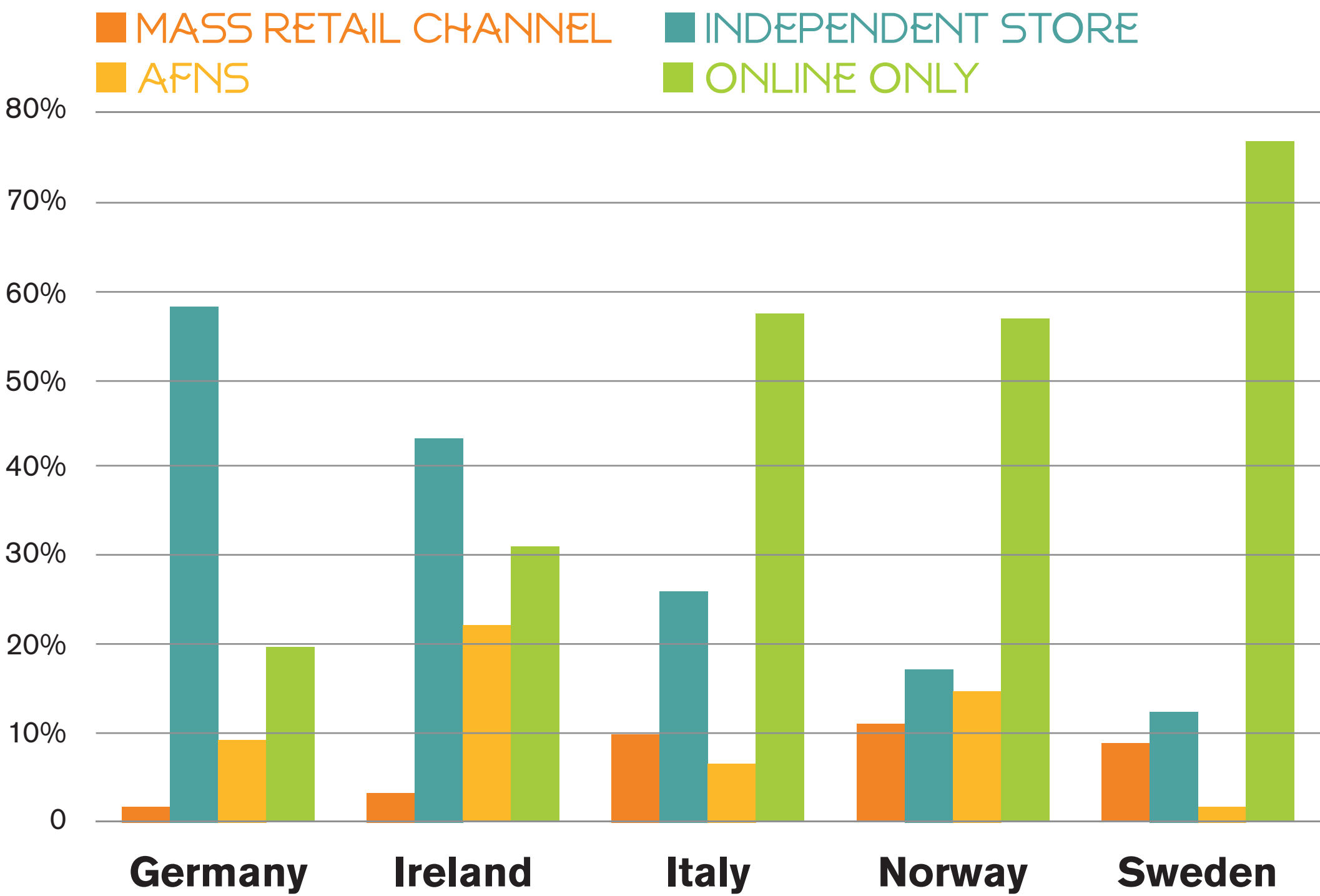
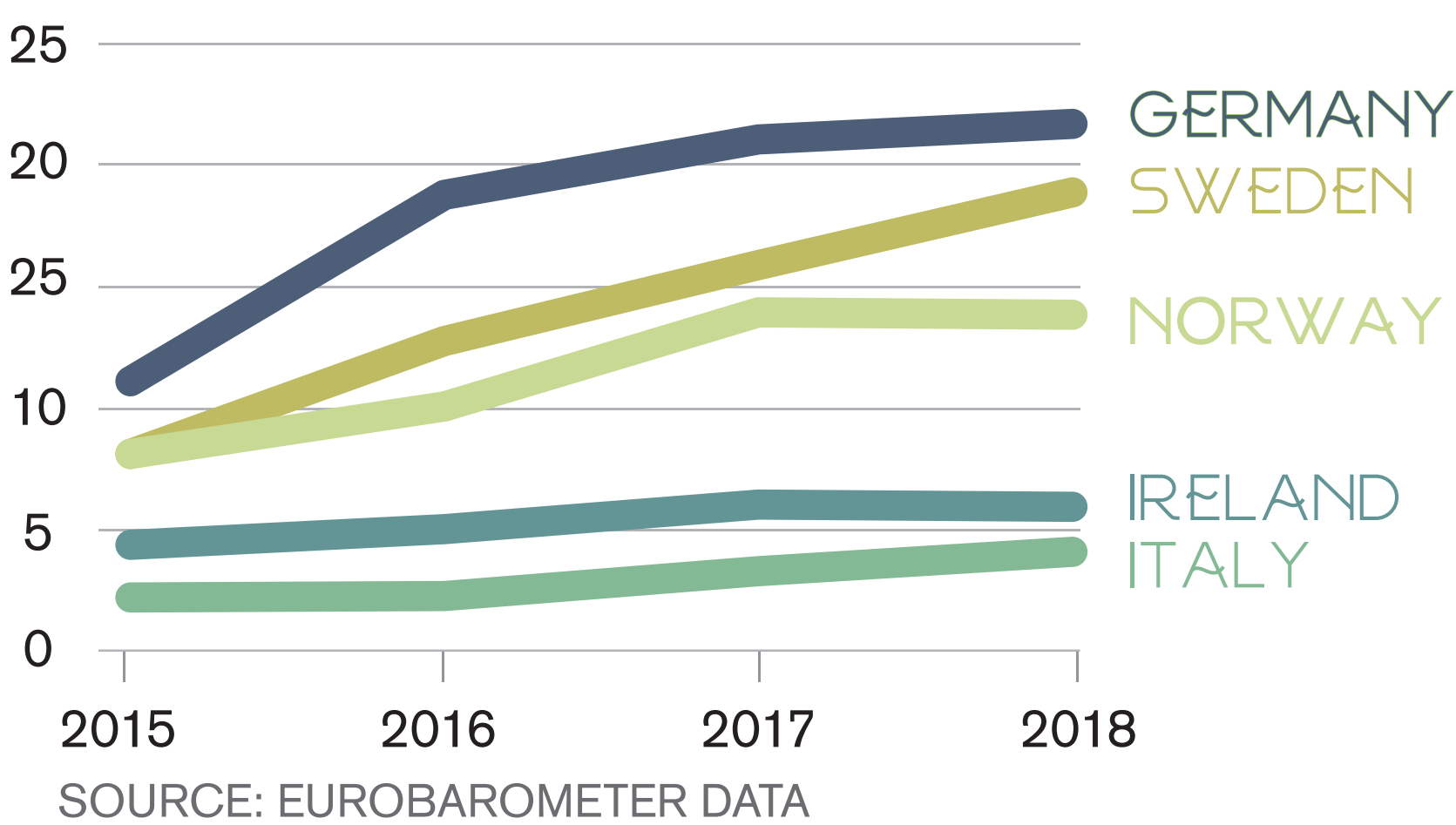


ONLINE FOOD PROVISIONING SERVICES IN THE FIVE COUNTRIES



THE TREND

ONLINE FOOD SHOPPING HAS CONSIDERABLY INCREASED OVER THE PAST 4 YEARS, ALTHOUGH WITH SIGNIFICANT DIFFERENCES BETWEEN COUNTRIES.

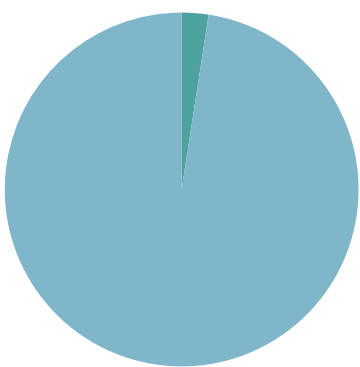


TYOLOGY OF PROVISIONING SERVICE

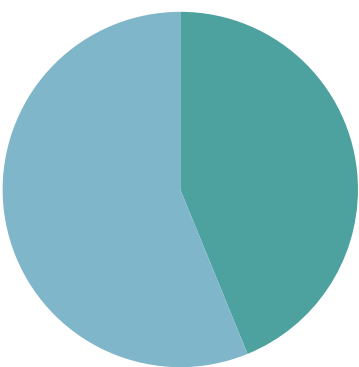
MASS RETAIL CHANNELS are the online distribution and pick-up services organised by supermarket chains in each country. **INDEPENDENT STORES** are the websites of small food boutiques and grocers, usually specialised in a few product categories. **ALTERNATIVE FOOD NETWORKS (AFNs)** are organisations that propose forms of production and distribution alternative to conventional, supermarket-led food chains. **ONLINE ONLY** are OFPSs (Online Food Provisioning Services) that only exist as digital stores.

GEOGRAPHICAL SCOPE:

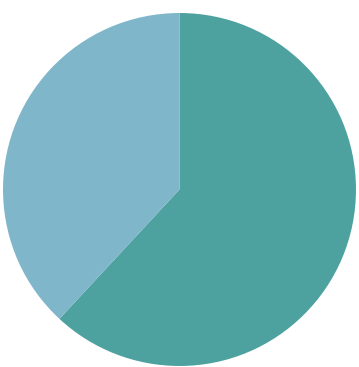
PLATFORMS MAY SELL FOOD PRODUCED LOCALLY OR NATIONALLY/INTERNATIONALLY.



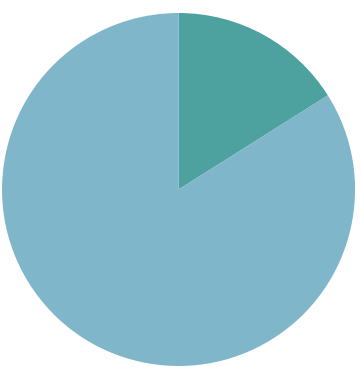
Germany



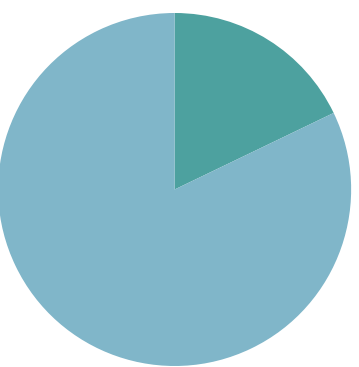
Ireland



Italy

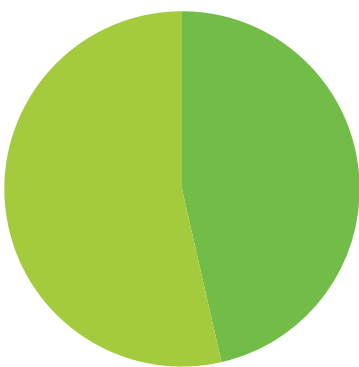
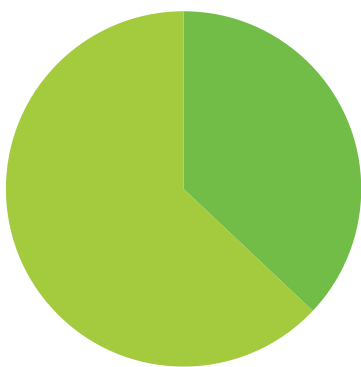
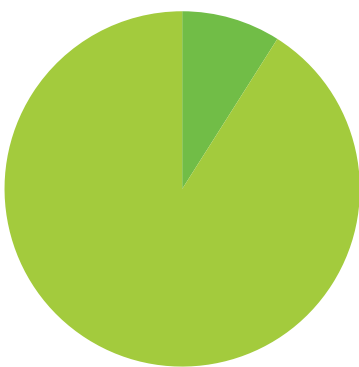
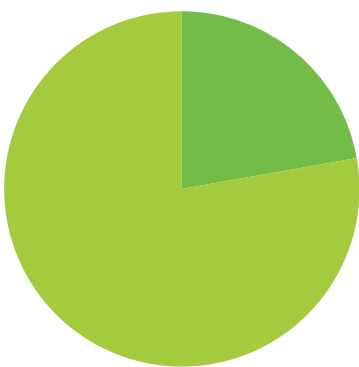
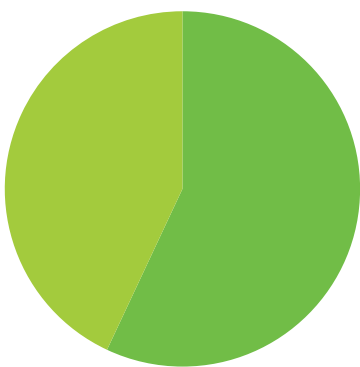


Norway



Sweden

PRODUCTS MAY BE SHIPPED LOCALLY/REGIONALLY OR NATIONALLY/INTERNATIONALLY



ORGANIC OR NON-ORGANIC?

IN ALL COUNTRIES, MOST OFPSs HAVE AT LEAST SOME ORGANIC PRODUCTS FOR SALE.

■ ONLY ORGANIC PRODUCTS
■ BOTH ORGANIC AND NOT ORGANIC
■ DOESN'T SELL ORGANIC PRODUCTS

