fountain

The Modern Hiring Guide for Grocery

Recruitment Strategies and Solutions for Today's Grocery Workforce



Table of Contents

The state of today's grocery workforce 3

- By the numbers 3
- The current state of the grocery industry 3
- What this means for your hiring process 4

Re-evaluate your high volume hiring process 4

- The top 5 hiring challenges for grocery today 5

The new hiring standard: Effortless, engaging, and accessible 6

- Uncomplicate your hiring process with intelligent hiring tools 6
- The 5 must-have features for high volume hiring software 7
  - Integrations 7
  - Automation 7
  - Customization 7
  - Communication 8
  - Data and reporting 8

The future of grocery recruiting is fast and flexible 9

- How Fountain can help 9

About Fountain 11

The state of today's grocery workforce

By the numbers

2.7 million

Number of people employed in the supermarkets and grocery stores industry as of 2023[1]

$841 billion

Market size of the supermarkets and grocery stores industry in the United States[2]

20%

Percentage of worker shortages in grocery retailers' stores[3]

The current state of the grocery industry

Online, delivery, in-store—the ways in which consumers can get their groceries today are more diverse and convenient than ever. These options allow customers to choose the shopping method that works best for them. And while it's a win for shoppers, grocery store retailers have had to adjust their operations accordingly.

When stores had to halt in-person shopping in 2020 because of the pandemic, they needed personnel to help with deliveries and organize customer pick-ups. When stores reopened, they needed cashiers, stockers, and associates to manage self-checkout stations. New operation styles created new job opportunities, but the demands placed on these workers had a devastating impact.

A year after the pandemic hit, more than half of grocery store workers said they planned to quit their jobs, citing burnout as the driving factor.[4] With workers leaving their posts in droves, grocery managers have struggled to keep operations afloat, turning to technology and automation—like self-checkout—to fill the void.

The grocery industry's market share was $841 billion in 2022, making it the third-largest Retail Trade industry by market size and the 12th-largest in the United States.[2] This prominence in the U.S. market comes with expectations, and grocery operations need the right people to keep their revenue streams active.