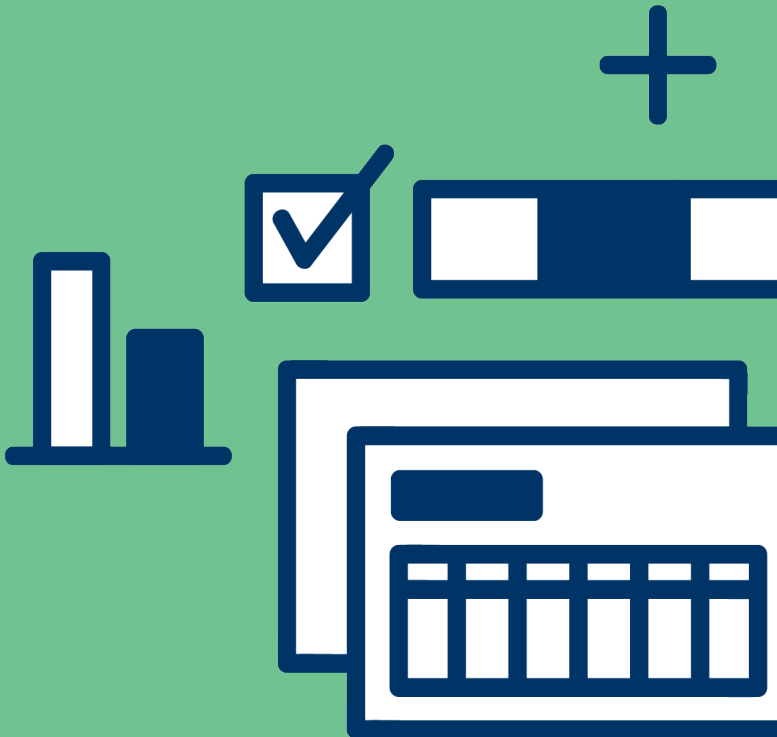


# State Of Retail Tech Q2'21 Report: Investment & Sector Trends To Watch



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**Amy Thompson**

Digital Innovation Manager, Nestlé

**Nestlé**

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[ESP Vendor Assessment Matrix – Content & Campaign Management In Consumer & Retail](#)

[ESP Vendor Assessment Matrix – AI-Enabled Chatbots For Customer Service In Consumer & Retail](#)

[The Chef Robots Are Coming. Amid A Restaurant Labor Shortage, Here's Where Kitchen Automation Goes Next](#)

[With E-Commerce Skyrocketing, Last-Mile Efficiency Is More Important Than Ever. Here's How Retailers And Brands Are Staying Competitive](#)

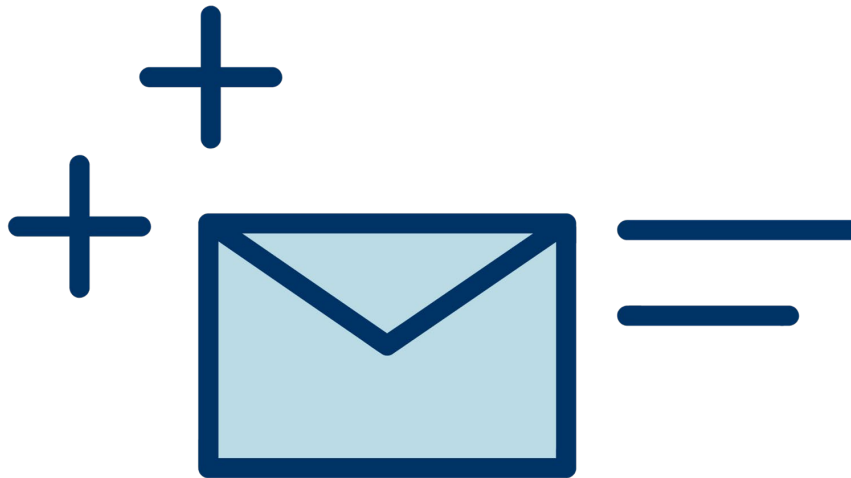
[50+ Companies Pushing Buy Now, Pay Later Across The World](#)

[Beauty & Personal Care Isn't Slowing Down. Here Are The Top Investors In The Space](#)

[The Beverage Market Map: 90+ Companies Changing What \(And How\) We Drink](#)

[Next-Gen Nutrition Market Outlook: How Tech Is Making Eating & Wellness More Personalized And Connected](#)

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# Contents

8	11	15	22	48
Summary Of Findings	Q2'21 Market Drivers	Q2'21 Retail Tech Investment Trends	Q2'21 Retail Tech Sector Highlights	Appendix

## WHAT THE STATE OF RETAIL TECH Q2'21 REPORT COVERS



### IN-STORE RETAIL TECH

Companies offering tech solutions that target brick-and-mortar retail operations.



### E-COMMERCE

Companies that sell tangible goods online, as well as technologies that enable online sales. Excludes services and food & grocery.



### LOYALTY & REWARDS TECH

Companies that allow global brands and local shops to offer tech-enabled loyalty and rewards programs to their customers.



### SUPPLY CHAIN & LOGISTICS TECH

Tech-enabled companies that deliver services across the supply chain, from freight shipping and warehousing to inventory management and last-mile delivery.



### ON-DEMAND

Tech companies that offer immediate delivery of goods and services.



### MEAL & GROCERY DELIVERY

Companies that are focused on food delivery, including meal kits, meal and grocery delivery, and cloud kitchens.

# Summary Of Findings

## Overall retail tech trends

**Retail tech investment is solving near- and long-term challenges:** Immediate issues like the labor shortage are intensifying the need for automation, from store shelf tracking to self-driving delivery trucks. Meanwhile, Big tech companies and startups alike are pushing ahead with tech to enhance mobile shopping. In the longer term, the potential for tech like blockchain to transform the supply chain, customer loyalty, and product development is growing.

**Investment in retail tech hit another record in Q2'21:** Funding reached \$31.5B, an increase of nearly 4% over Q1'21 and more than triple the amount from Q2'20. Meanwhile, deals rose 7% over Q1'21.

**E-commerce's continued growth is driving higher valuations and bigger funding rounds:** The 5 highest-valued new retail unicorns in Q2'21 span the e-commerce value chain, from online behavior tracking to payments tech to delivery. Meanwhile, the top 5 mega-rounds (deals worth \$100M+) in the space all went to e-commerce companies. Food and grocery delivery companies remain major investment targets.

**The crowded online shopping tech landscape is also ripe for consolidation:** Notable mergers and acquisitions in Q2'21 were concentrated in e-commerce enablement and operations.

# Summary Of Findings

## Retail tech sector-specific trends

**As attention returns to stores, demand for tools that streamline store operations is rising:** Funding to in-store retail tech reached a record \$3.3B in Q2'21, a jump of 46% quarter-over-quarter (QoQ). Tech that automates shelf tracking will free up associates to spend more time with customers. Clienteling platforms can then help employees further personalize the shopping experience.

**New online platforms will enable more immersive commerce:** E-commerce funding also set a new record, growing by 31% QoQ to \$16.9B. Deals increased 14%. Tech that enables online resale platforms and mobile commerce is creating new connection points for retailers and brands. Meanwhile, funding to Amazon third-party marketplace brand acquirers hit \$1.2B for Q2'21, as their reach continues to expand globally.

**Enhanced loyalty and rewards programs will improve personalization:** Loyalty and rewards tech funding increased nearly 60% in Q2'21 to \$413M, and deals rose by 25%. Companies that gather and process consumer data will power loyalty programs across retail and other consumer businesses.

**Retailers will zero in on tech that makes every stage of delivery more efficient:** Funding to supply chain and logistics tech increased by 13% to \$9.6B in Q2'21. Tools that can optimize warehouse operations, delivery routes, and more along the fulfillment chain will be a top priority, and autonomous trucking will continue to gain traction.

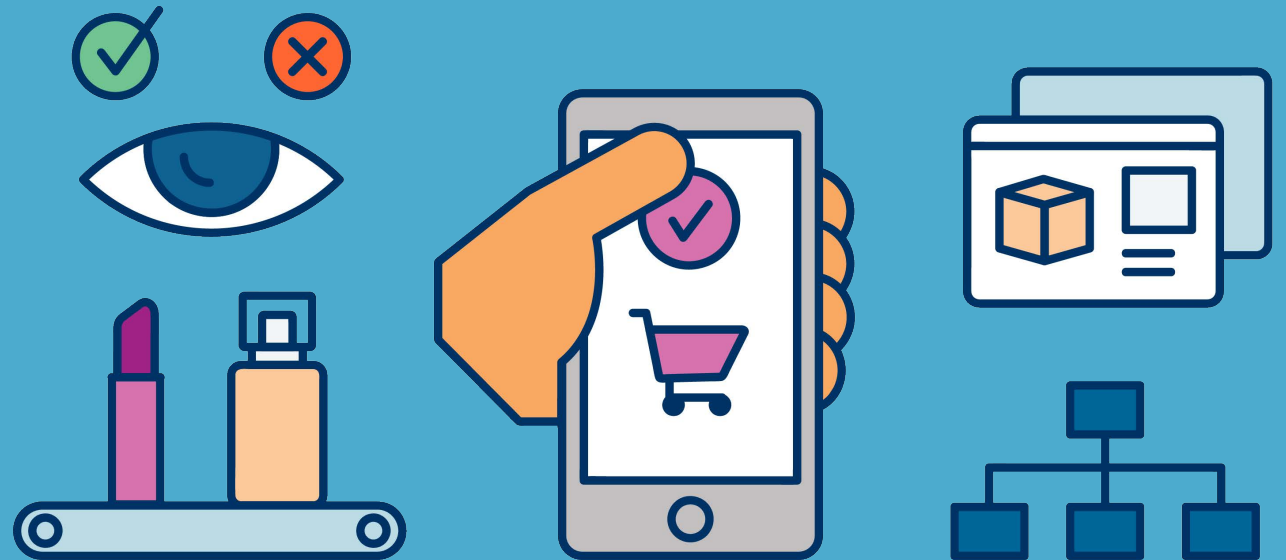
# Summary Of Findings

## Retail tech sector-specific trends (cont'd.)

**Businesses will demand fast delivery too:** On-demand delivery funding declined 16% QoQ to \$5.5B in Q2'21. But as more businesses shop online, they will expect the same speed and frictionless delivery services that consumer companies promise.

**Ultra-fast grocery delivery remains hot:** Overall funding to food and beverage delivery companies nearly halved from Q1'21 to \$4.6B. But dark convenience stores, which promise delivery in as few as 10 minutes and are surging globally, continue to raise mega-rounds as consumers expect faster fulfillment.

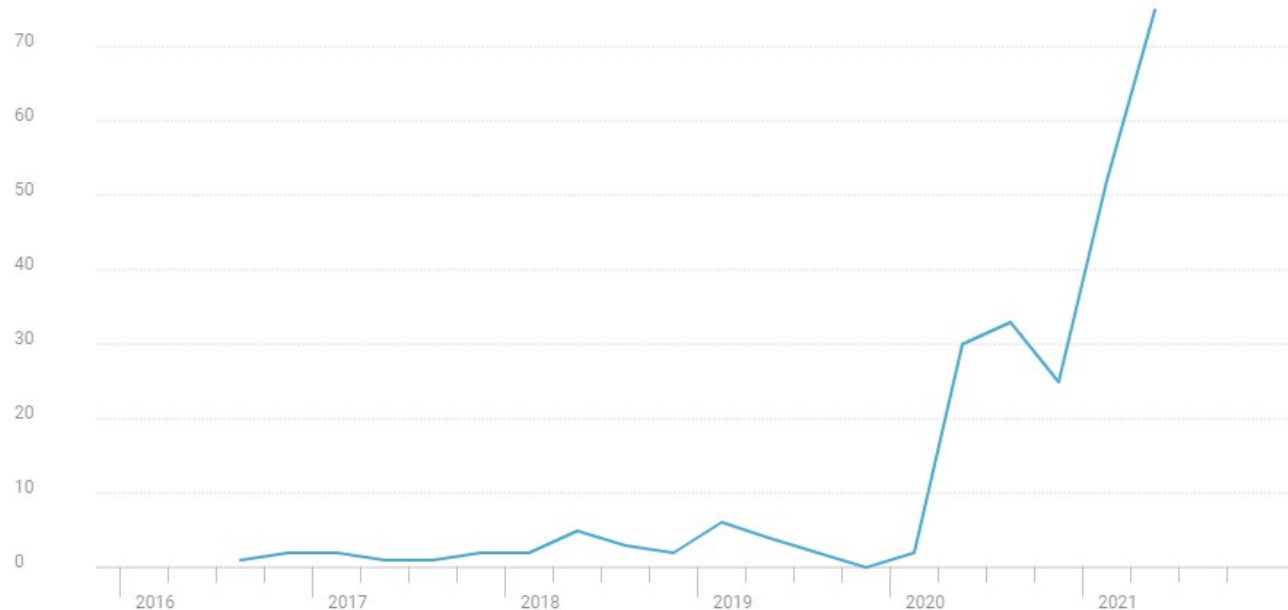
# Q2'21 Retail Tech Market Drivers



# Consumer demand resurges across channels

Tech enabling [omnichannel connections](#) will ensure retailers and brands can meet shoppers' needs in person and online.

[Earnings transcripts mentions](#) of “pent-up demand” and “consumer,” Q1'16 – Q2'21



“Our company **benefited from better traffic trends** ... with the timing of the stimulus package and pent-up demand as consumers sought to **re-engage in personal experiences** ... Notably, **we had an 87% increase in e-commerce demand** compared to the fiscal 2020 first quarter and a 194% increase versus the 2019 period”

**Sharon Price John**

CEO, Build-A-Bear Workshop  
Earnings Call (5/26/2021)

# Automation need grows with labor shortage

As shoppers return to in-person shopping and labor needs increase, retailers will look to [robotics, machine learning, and other digital tools](#) to make their stores more efficient.

[News mentions](#) of “labor shortage” and “retail,”  
2016 – Q2'21



Chewy CEO Sees Rising Demand, Along With Labor and Supply Woes

June 11, 2021 | **Bloomberg** | *Quint*

Zara Shoppers Complain Of Hour-Long Lines, Messy Stores, And Poor Customer Service, As The Retail Industry Struggles With A Labor Shortage

June 25, 2021 | **INSIDER**

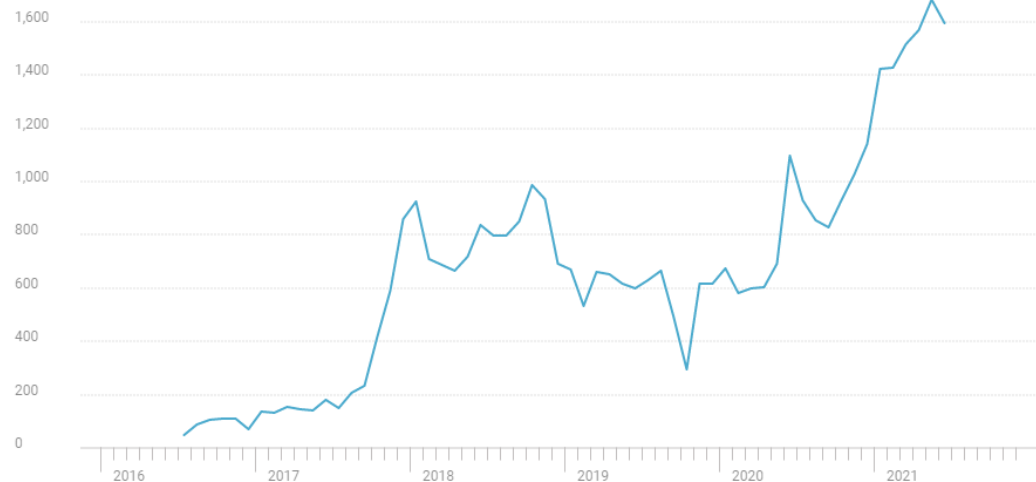
H-E-B Exec Outlines Top 3 Labor Challenges

June 28, 2021 | **HR DIVE**

# Interest in blockchain for retail is rising

The blockchain could create [new enterprise opportunities](#) in payments, tracking, and authentication in the supply chain, loyalty and rewards, and more.

[News mentions](#) of “blockchain” or “NFT” or “crypto” and “retail,” 2016 – Q2'21



How Next-Gen Tech – Like NFTs – Are Disrupting Retail

June 25, 2021 |

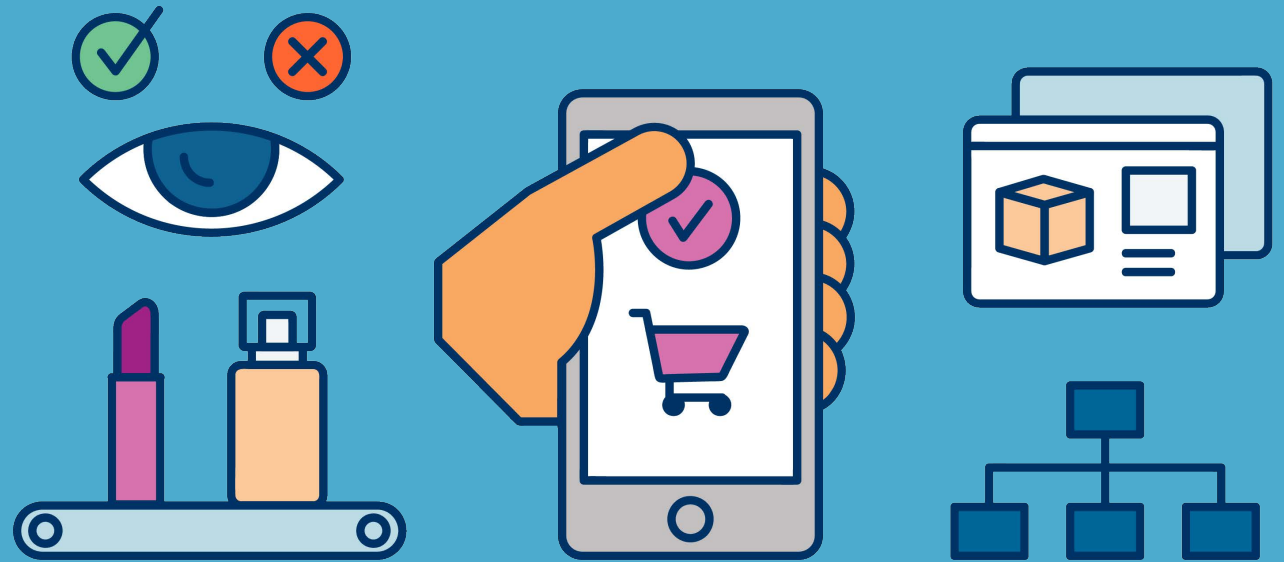


Mondelez's Triscuit Is The Latest Brand To Embrace Traceability

June 30, 2021 |

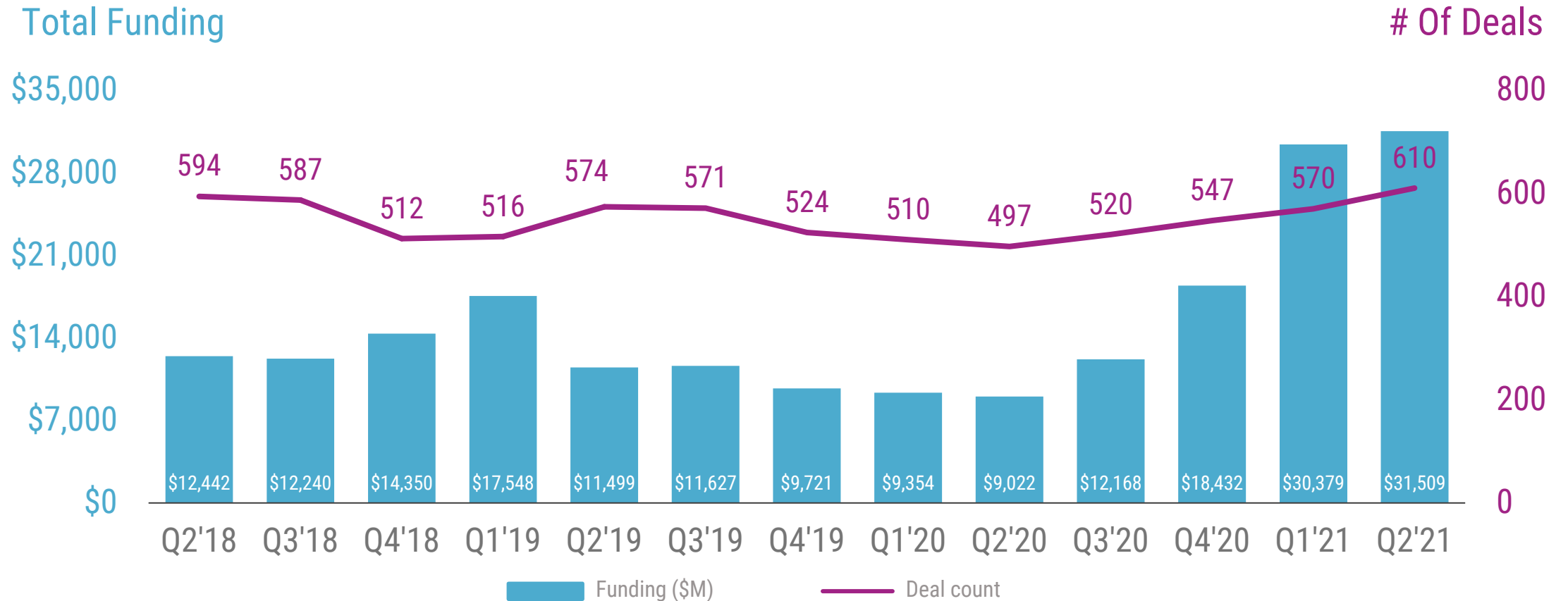


# Q2'21 Retail Tech Investment Trends



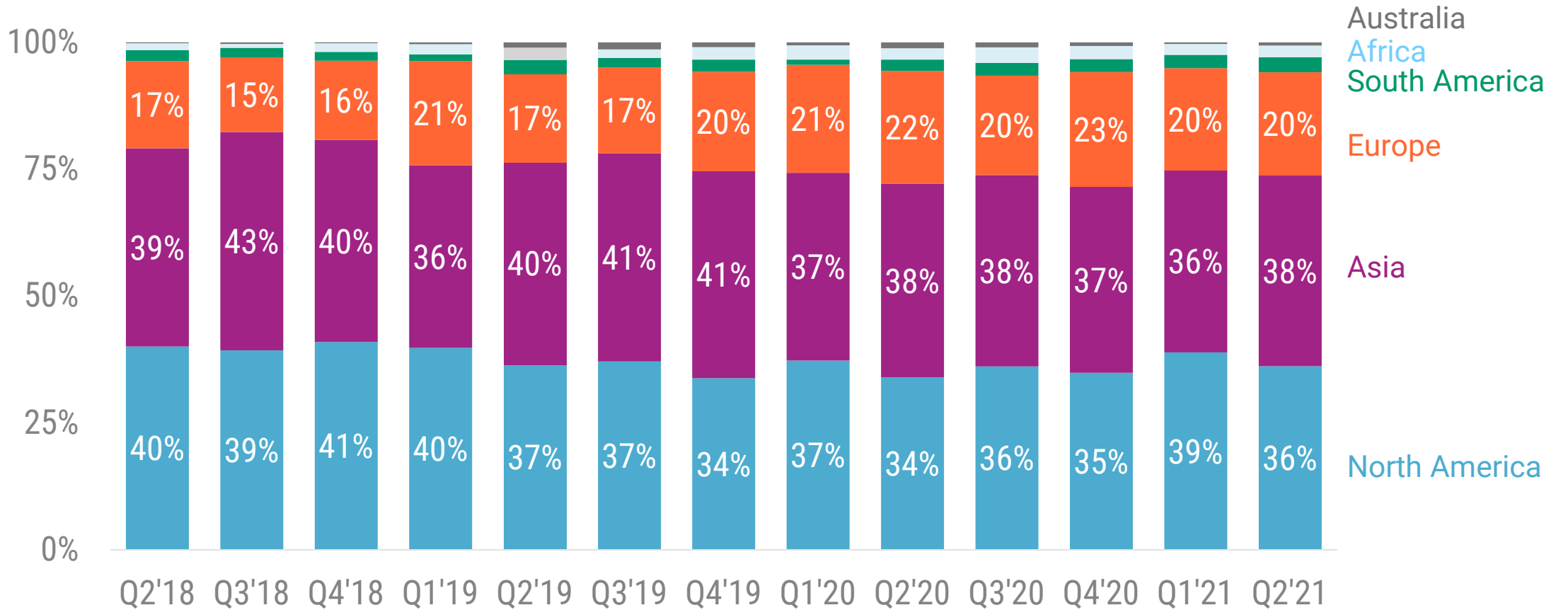
# Retail tech funding hits another record high

Quarterly global retail tech deals and funding (\$M), Q2'18 – Q2'21



# Majority of deals are still in North America, Asia





By continent, quarterly, Q2'18 – Q2'21



# Valuations climb for new e-commerce unicorns

Company	Deal date // Amount raised (\$M)	Total disclosed funding (\$M)	Select investors	Description
 J&T EXPRESS	4/7/2021 // \$1,800	\$1,903	XVC Venture Capital, DST Global	Indonesia-based J&T Express is an express delivery service for e-commerce. <b>Valuation: \$7.8B</b>
BackMarket	5/18/2021 // \$335	\$511	Eurazeo, Aglae Ventures, Daphni	Back Market, based in Paris, is an online marketplace for refurbished consumer electronics and appliances. <b>Valuation: \$3.2B</b>
 CONTENTSQUARE	5/25/2021 // \$500	\$812	Highland Europe, Eurazeo, Canaan Partners, SoftBank Group	ContentSquare makes e-commerce analytics that help retailers and brands track consumers' online behavior. The company is based in Paris. <b>Valuation: \$2.8B</b>
 meesho	4/5/2021 // \$300	\$491	Venture Highway, Prosus Ventures, Facebook, DST Global	India-based Meesho is an online marketplace that enables users to sell via WhatsApp, Facebook, and Instagram. <b>Valuation: \$2.1B</b>
 recharge	5/6/2021 // \$277	\$327	Bain Capital Ventures, Summit Partners, ICONIQ Growth	ReCharge's platform enables recurring and subscription payments for e-commerce. <b>Valuation: \$2.1B</b>

# Mega-rounds continue to flow to food delivery

Company	Deal date // Amount raised (\$M)	Total disclosed funding (\$M)	Select investors	Description
 橙心优选	6/11/2021 // \$3,000	\$4,100	Didi Chuxing	Orange Heart Optimal Technology, based in Beijing, China, is a grocery delivery company that features group buying.
 SWIGGY	4/5/2021 // \$800	\$2,421	Accel, Prosus Ventures, Carmignac	Swiggy is a restaurant delivery platform based in Bangalore, India. Its app optimizes delivery routes.
 mollie	6/22/2021 // \$800	\$934	Technology Crossover Ventures, General Atlantic, Blackstone	Amsterdam-based Mollie makes online payment tools for e-commerce businesses.
 perch	5/26/2021 // \$775	\$909	Spark Capital, Victory Park Capital, SoftBank Group	Perch acquires and operates Fulfilled By Amazon (FBA) brands.
 叮咚买菜	4/6/2021 // \$700	\$1,330	Tiger Global Management, Sequoia Capital China, DST Global	Shanghai, China-based Dingdong Maicai is a group-buying grocery delivery service.

# More consolidation across e-commerce

## E-COMMERCE PLATFORMS



Two of Indonesia's biggest companies, delivery giant **Gojek** and online marketplace **Tokopedia**, merged to form the GoTo Group.

May 17, 2021



Crafts marketplace **Etsy** acquired Gen Z-favorite resale platform **Depop** for \$1.6B.

June 2, 2021

## REVERSE LOGISTICS



Buy now, pay later company **Affirm** acquired returns platform **Returnly** for \$300M.

April 21, 2021



Payments giant **PayPal** bought returns services provider **Happy Returns**.

Happy Returns: May 13, 2021

## ONLINE CONTENT MANAGEMENT



Consumer data giant **NielsenIQ** bought **Label Insight**, a database of product attributes.

May 17, 2021



Content management company **Salsify** bought **Alkemics**, which automates e-commerce content management.

May 18, 2021

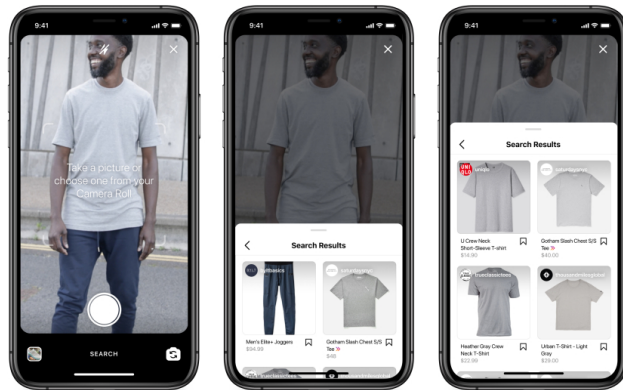


Augmented reality provider **NexTech AR** acquired **Threedy.ai**, which makes 3D product images for e-commerce.

June 22, 2021

# Big tech's retail initiatives in Q2

## facebook



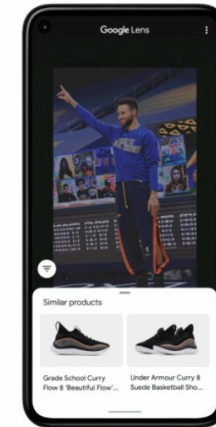
- **Search:** Launched visual search on Instagram
- **Engagement:** Integrated AR virtual try-on from Perfect Corp on Instagram and Facebook
- **Shopping:** Added Facebook Shops to WhatsApp and Marketplace; introduced a weekly livestream shopping series for the summer

## amazon



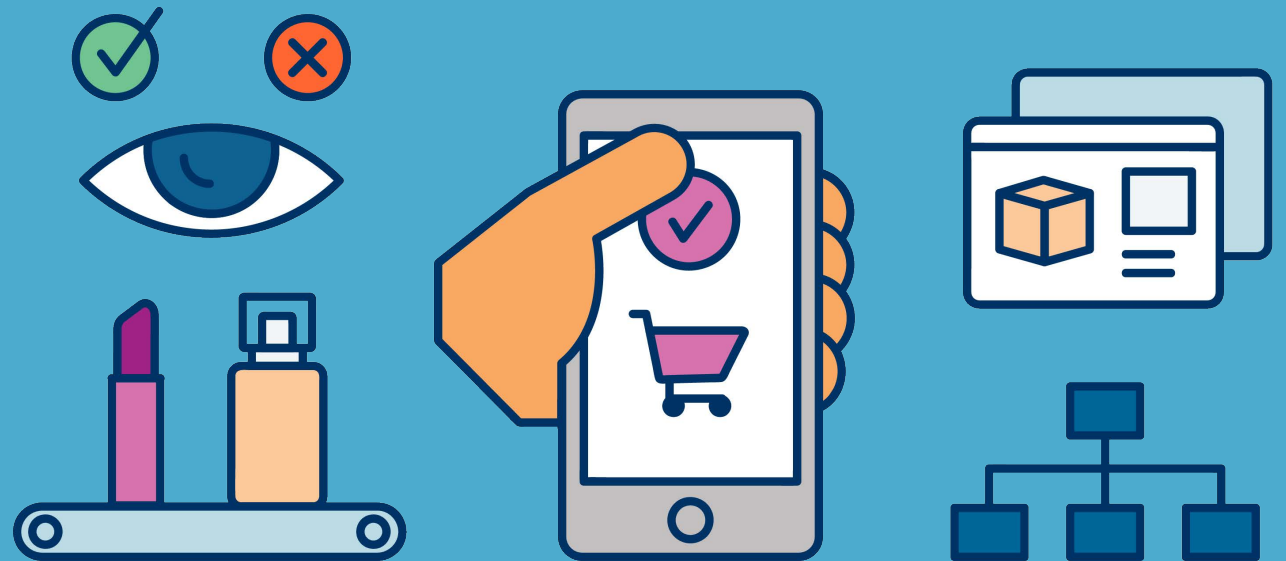
- **Shopping:** Launched discounted 6-month prescriptions starting at \$6 on Amazon Pharmacy
- **Fulfillment:** Expanded Key by Amazon in-garage delivery nationwide
- **Stores:** Opened Amazon Salon in London to test augmented reality and other store tech; opened first Amazon Fresh supermarket with its cashierless checkout technology

## Google



- **Search:** Enhanced capabilities in Lens to use visual search in screenshots; expanded partnership with Shopify to make it easier for merchants to feature products on Google
- **Shopping:** New Chrome browser feature saves open shopping carts from across the web

# Q2'21 Retail Tech Sector Highlights



## WHAT THE STATE OF RETAIL TECH Q2'21 REPORT COVERS



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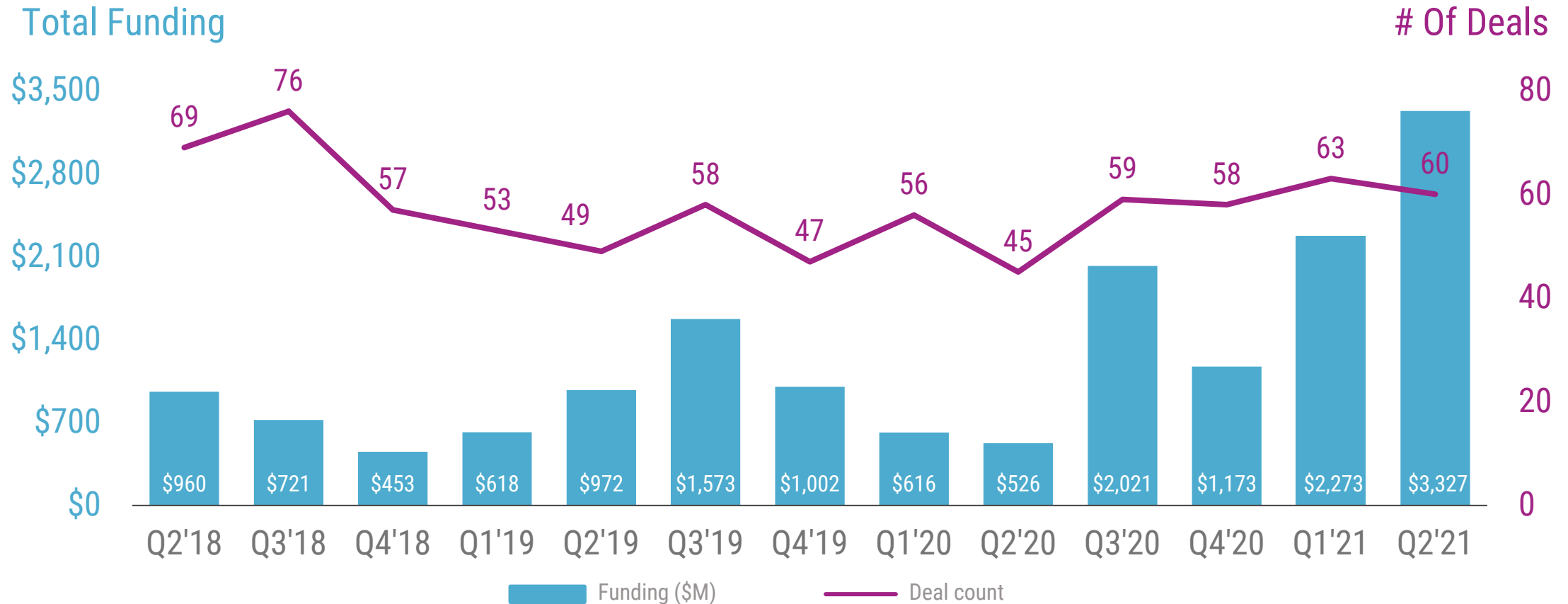


### MEAL & GROCERY DELIVERY

Companies that are focused on food delivery, including meal kits, meal and grocery delivery, and cloud kitchens.

# In-store tech funding surge continues

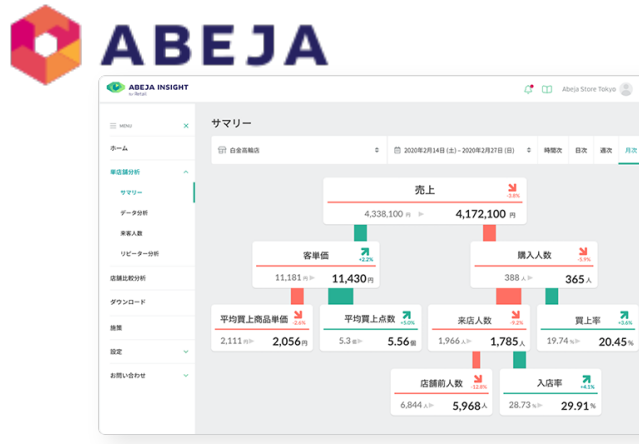
Quarterly global in-store retail tech deals and funding (\$M), Q2'18 – Q2'21



HIGHLIGHT #1: SHELF MONITORING

# Shelf tech drives cost savings and boosts sales

## CUSTOMER TRACKING

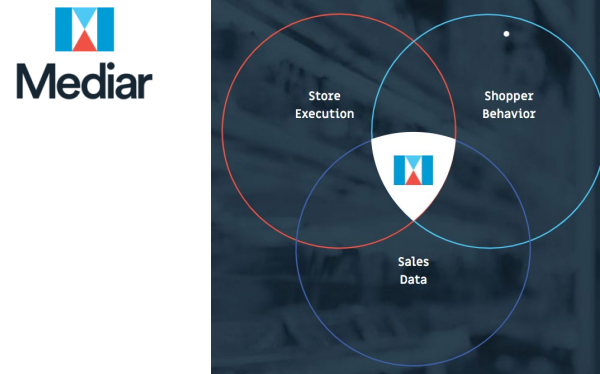


**Latest Round:** Secondary Market (4/26/2021)

**Amount:** Undisclosed

**About:** Tokyo-based Abeja uses cameras and AI to measure store traffic, track demographics, and test the effectiveness of in-store marketing.

## SHOPPER & CATEGORY PERFORMANCE

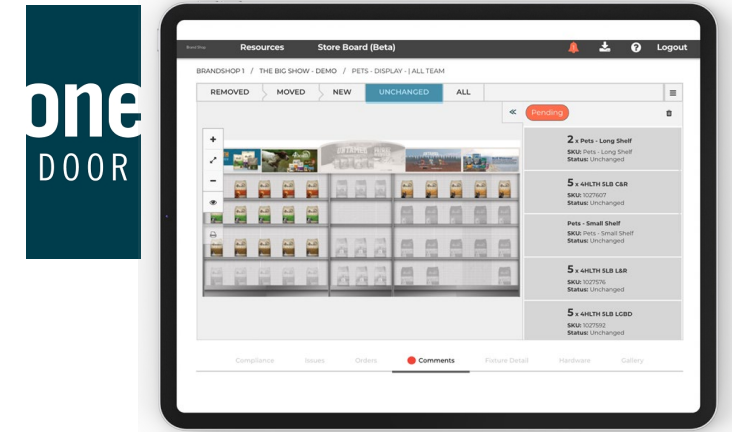


**Latest Round:** Incubator-Accelerator – II (5/31/2021)

**Amount:** Undisclosed

**About:** Mediar’s solution uses computer vision to track shopper behavior, which it processes with sales and execution data to analyze category and promotional performance.

## VISUAL MERCHANDISING



**Latest Round:** Debt – II (6/8/2021)

**Amount:** \$8M

**About:** One Door’s platform helps retailers plan, execute, and track merchandising and promotions in stores.

## HIGHLIGHT #2: OMNICHANNEL CLIENTELING

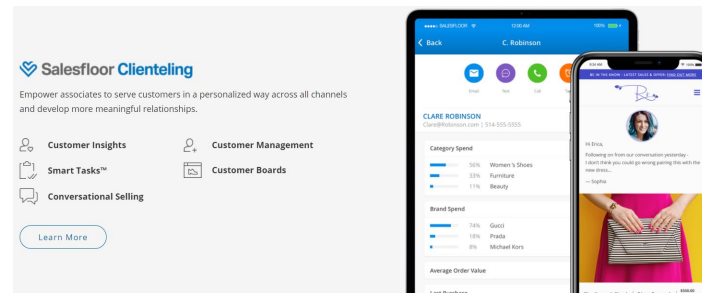
# Sales associate tools personalize shopping



**Latest Round:** Debt (6/10/2021)

**Amount:** \$1.8M

**About:** Mercaux's solutions include remote and in-person sales assistance, mobile POS, and digital fitting room tools that enable product requests and recommendations.



**Latest Round:** Series B (6/17/2021)

**Amount:** \$27M

**About:** Salesfloor's platform enables virtual as well as in-person shopping personalization. It also features mobile checkout.



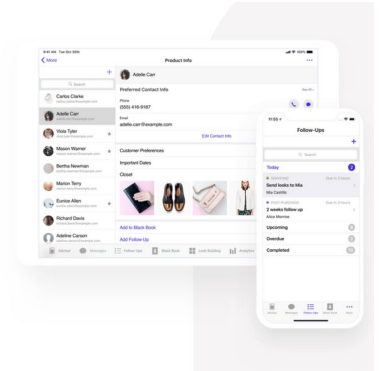
CLIENTELING

**Deliver intimate, personalized experiences via one-to-one relationships.**

Tulip's Clienteling is an intuitive, simple to use mobile app for managing customer information, preferences, follow-ups, and client communication.

**Benefits of Tulip's Clienteling**

- Coordinate and schedule customer follow-ups and build personal relationships
- Capture communication preferences for reaching out to customers
- Access single view of customer information and important dates
- Personalize interaction with customers via email and SMS



**Latest Round:** Series C (6/24/2021)

**Amount:** \$28M

**About:** Tulip Retail's platform includes in-person and remote clienteling features as well as mobile POS, omnichannel fulfillment, and appointment booking.

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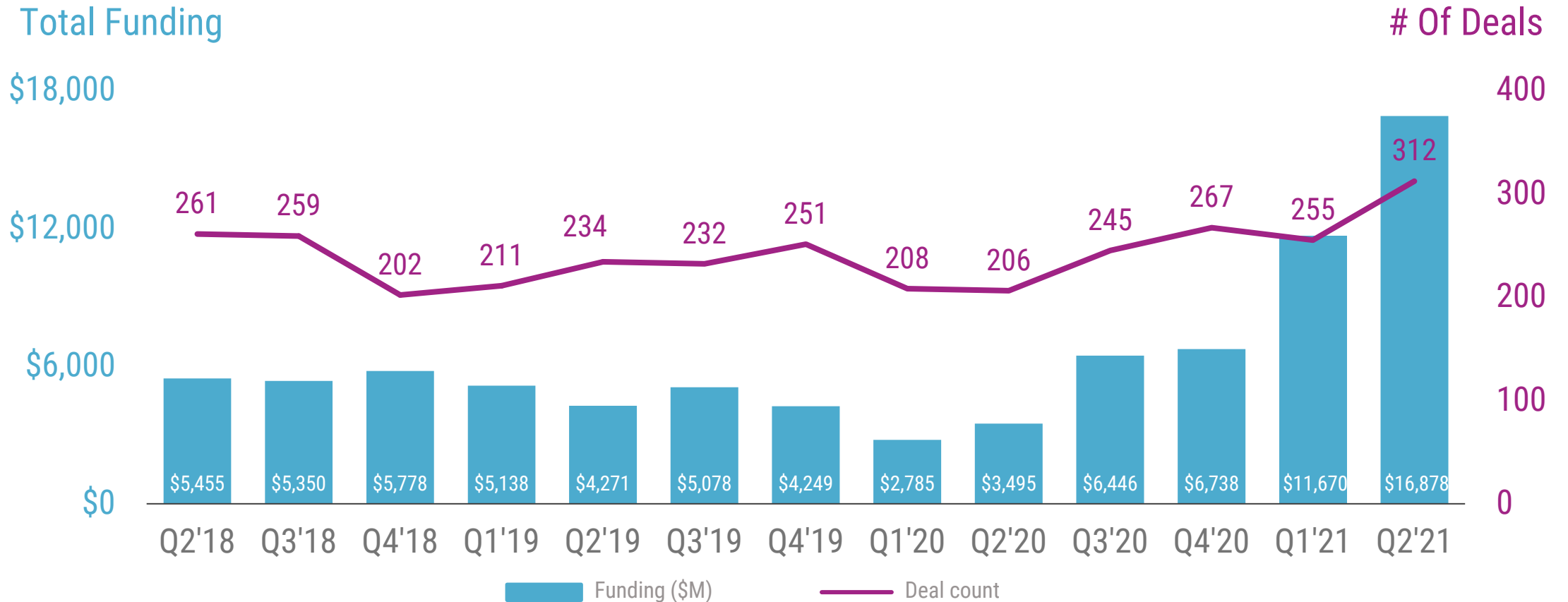


### MEAL & GROCERY DELIVERY

Companies that are focused on food delivery, including meal kits, meal and grocery delivery, and cloud kitchens.

# E-commerce funding sets a new record

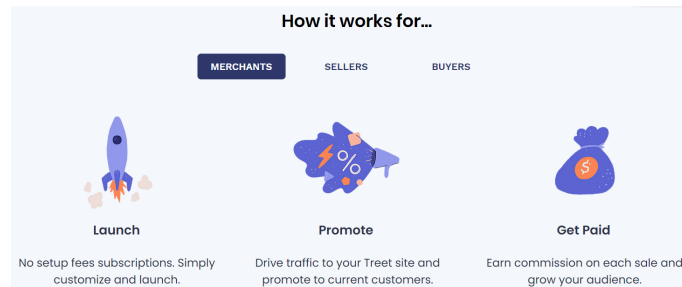
Quarterly global e-commerce deals and funding (\$M), Q2'18 – Q2'21



# Online resale spurs growth of white label tech

## PEER TO PEER MARKETPLACES

*treet*



**Latest Round:** Seed VC (5/26/2021)

**Amount:** \$0.04M

**About:** Treet sets up and runs brands' peer-to-peer resale sites. The company handles shipping, buyer and seller relationships, payments, and more.

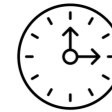
## BRANDED RESALE SITES



With you from A to Z



100% white label



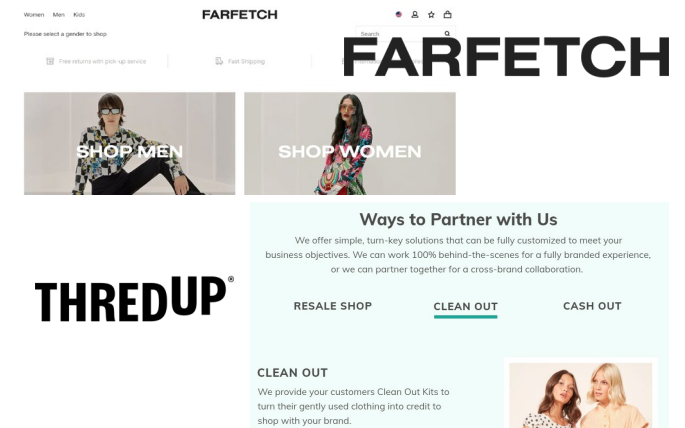
Quick launch

**Latest Round:** Seed (6/28/2021)

**Amount:** \$2.4M

**About:** Faume.co makes a white label platform for brands to create their own secondhand sites. The company promises to get the site up and running in 1 month.

## RESALE-AS-A-SERVICE



Online luxury marketplace Farfetch is using online consignment shop ThredUP's "resale-as-a-service" platform to launch Farfetch Donate. Customers request "Clean Out Kits" that they fill with their used apparel and ship them back to ThredUP. Fifty percent of payouts for items sold on ThredUP go to charity and users get the rest as Farfetch credit.

## HIGHLIGHT #2: MOBILE COMMERCE ENABLEMENT

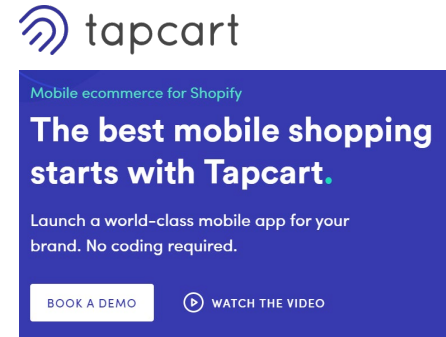
# Mobile shopping tech drives personalization



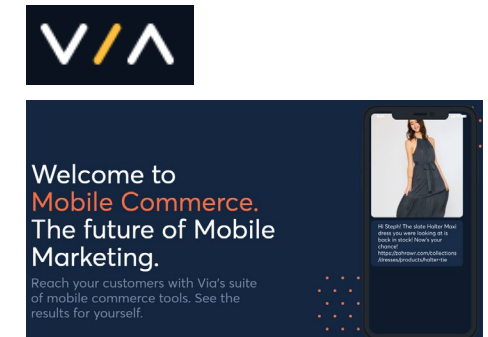
**Latest Round:** Seed VC (4/6/2021)  
**Amount:** \$7.6M  
**About:** Charles is a conversational commerce company.



**Latest Round:** Series C (5/11/2021)  
**Amount:** \$50M  
**About:** Yalo's tech enables commerce on messaging apps, including WhatsApp.



**Latest Round:** Series B (6/2/2021)  
**Amount:** \$50M  
**About:** TapCart offers mobile app building for Shopify stores.

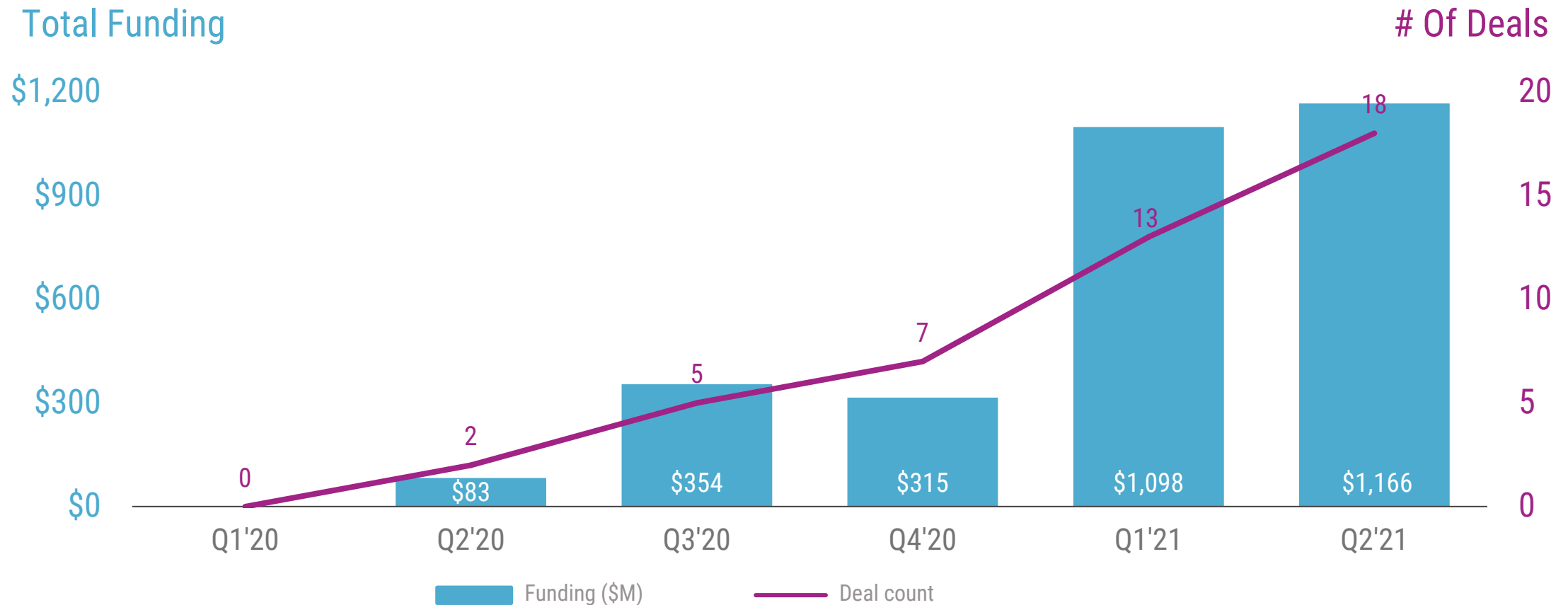


**Latest Round:** Series A (6/22/2021)  
**Amount:** \$15M  
**About:** Via's platform enables chat commerce and marketing, as well as mobile app building.

HIGHLIGHT #3: AMAZON THIRD-PARTY BRAND ACQUIRERS

# Amazon brand acquirers are off to the races

Deals and funding (\$M) to Amazon brand acquirers, Q1'20 – Q2'21



HIGHLIGHT #3: AMAZON THIRD-PARTY BRAND ACQUIRERS

# Global acquirers broaden reach to marketplaces beyond Amazon



**Headquarters:** Singapore  
**Latest round:** Undisclosed/\$40M Series A/Debt (5/5/2021)  
**Marketplaces include:** Tokopedia, Lazada, Shopee, Rakuten



**Headquarters:** Mexico City, Mexico  
**Latest round:** Undisclosed Seed VC – II (5/10/2021)  
**Marketplaces include:** Mercado Libre, Linio



**Headquarters:** India  
**Latest round:** Undisclosed/\$50M Series A/Debt (6/1/2021)  
**Marketplaces include:** Flipkart, Myntra, Ajio, Nykaa



**Headquarters:** Dubai, UAE  
**Latest round:** Undisclosed/\$20M Seed VC/Debt (6/3/2021)  
**Marketplaces include:** Noon



**Headquarters:** Mumbai, India  
**Latest round:** Undisclosed Seed VC (6/4/2021)  
**Marketplaces include:** Flipkart



**Headquarters:** Gurgaon, India  
**Latest round:** Undisclosed Seed VC – II (6/30/2021)  
**Marketplaces include:** Flipkart, Snapdeal, Nykaa, Firstcry

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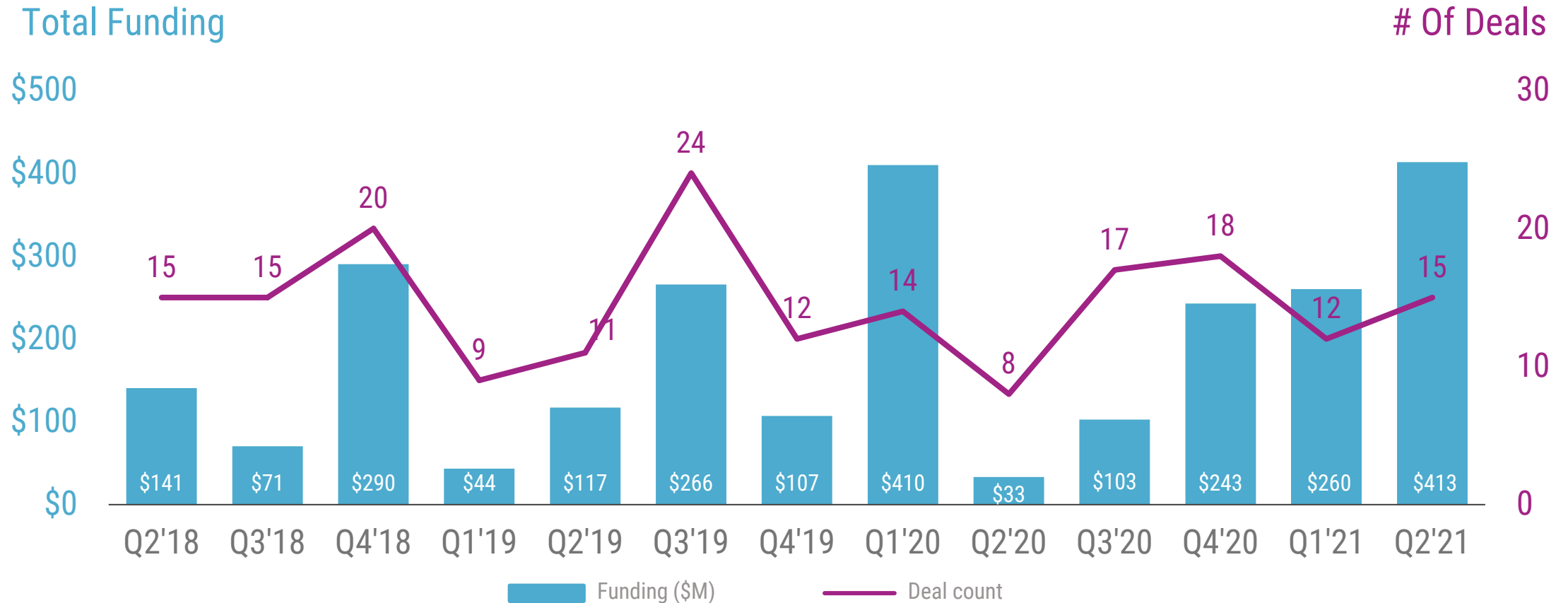


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# Loyalty & rewards funding is on the rise

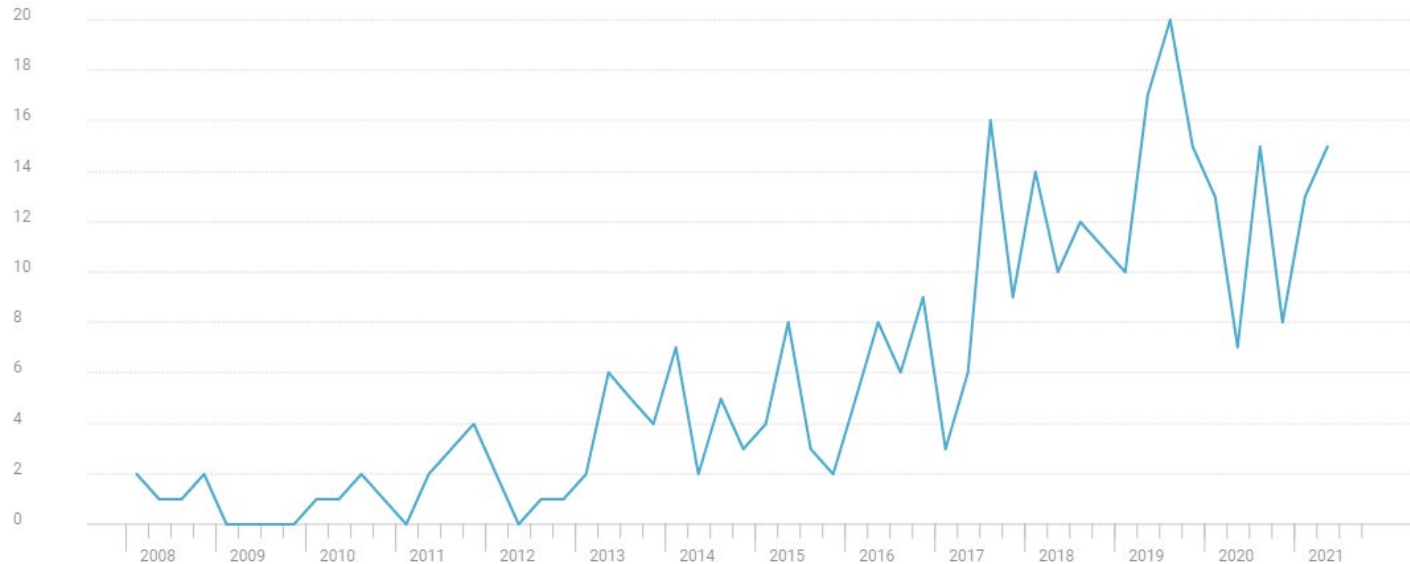
Quarterly global loyalty and rewards tech deals and funding (\$M), Q2'18 – Q2'21



HIGHLIGHT #1: PERSONALIZATION DRIVES LOYALTY

# Execs increasingly discuss personalization to drive loyalty

Earnings call mentions of “loyalty” or “reward” and “personalized,”  
Q1'08 – Q2'21



“Going forward, our plans include **providing more relevant, meaningful and personalized offerings**, with the goal of driving even **higher levels of digital engagement, and customer loyalty.**”

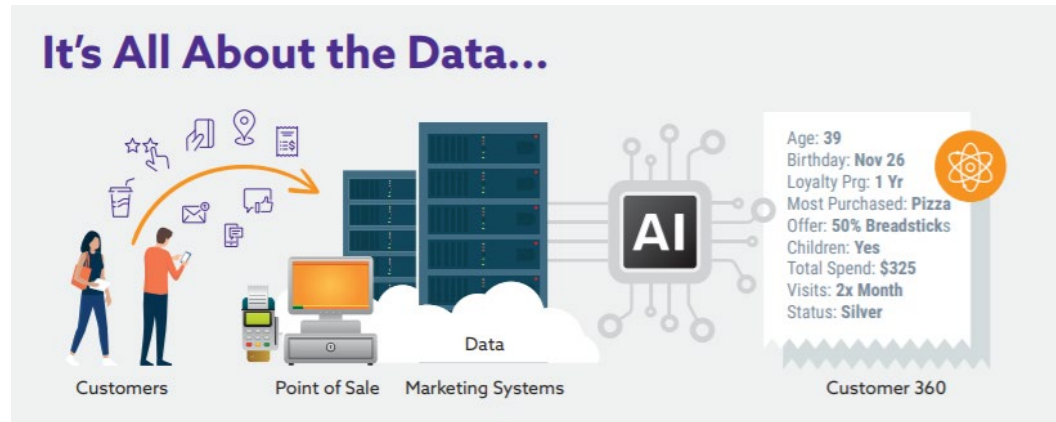
**Jeff Owen**

COO, Dollar General  
Earnings Call (5/27/2021)

## HIGHLIGHT #2: AI-BASED PERSONALIZATION

# Fostering 1-to-1 connections using data

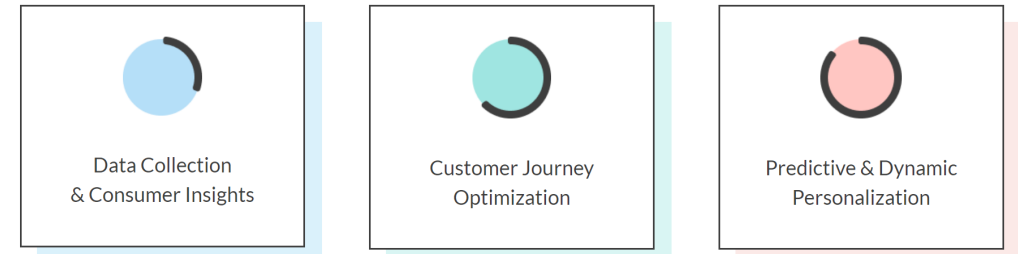
### PUNCHH



**Latest Round:** Acquired (4/8/2021)      **Valuation:** \$500M

**About:** Punchh offers one-to-one customer engagement through artificial intelligence, mobile-first expertise, and omnichannel communications. Punchh was acquired by PAR at a valuation of \$500M.

### BREINIFY



**Latest Round:** Seed (5/27/2021)      **Amount:** \$11M

**About:** Breinify develops an API gateway for companies' user data sets and gives insights about consumers' purchase behavior. The company's solutions can be used to create AI-based customer loyalty programs.

## WHAT THE STATE OF RETAIL TECH Q2'21 REPORT COVERS



### IN-STORE RETAIL TECH

Companies offering tech solutions that target brick-and-mortar retail operations.



### E-COMMERCE

Companies that sell tangible goods online, as well as technologies that enable online sales. Excludes services and food & grocery.



### LOYALTY & REWARDS TECH

Companies that allow global brands and local shops to offer tech-enabled loyalty and rewards programs to their customers.



### SUPPLY CHAIN & LOGISTICS TECH

Tech-enabled companies that deliver services across the supply chain, from freight shipping and warehousing to inventory management and last-mile delivery.



### ON-DEMAND

Tech companies that offer immediate delivery of goods and services.

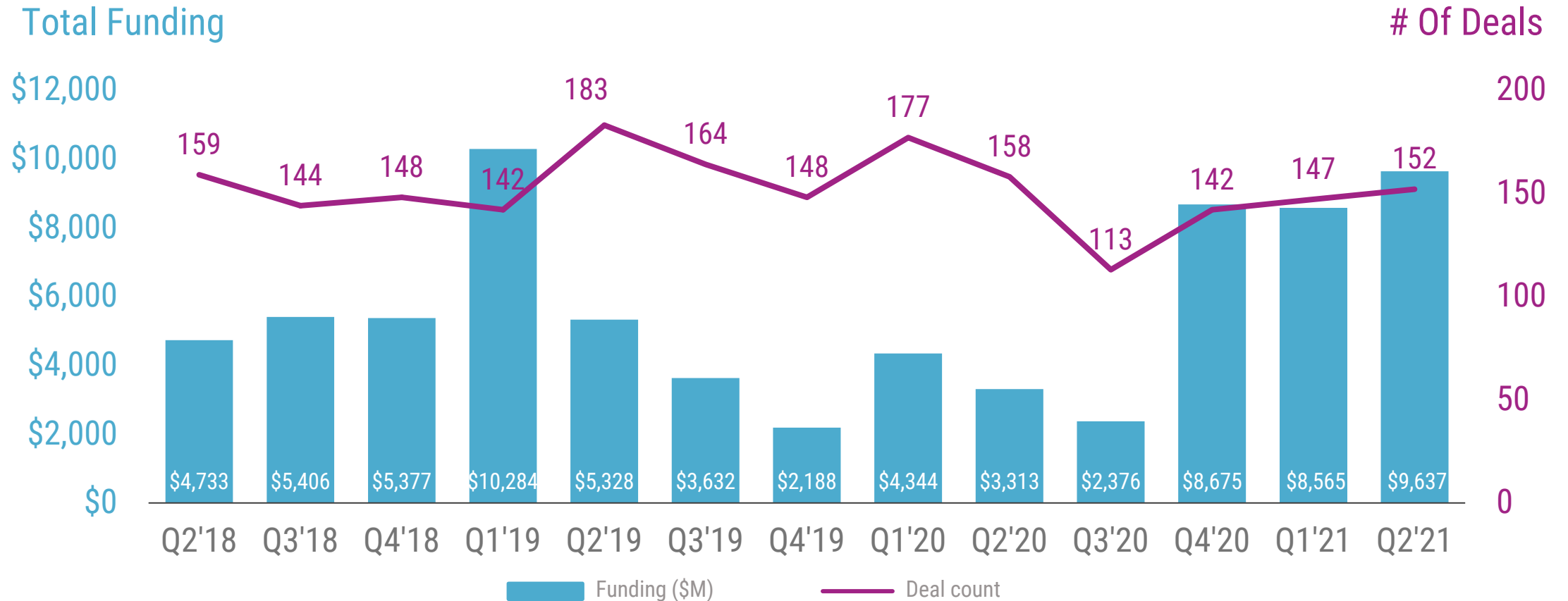


### MEAL & GROCERY DELIVERY

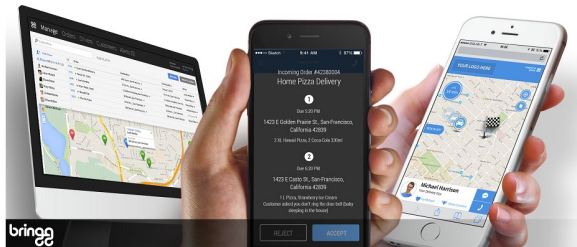
Companies that are focused on food delivery, including meal kits, meal and grocery delivery, and cloud kitchens.

# Supply chain deals and funding pick up in Q2

Quarterly global supply chain & logistics tech deals and funding (\$M), Q2'18 – Q2'21



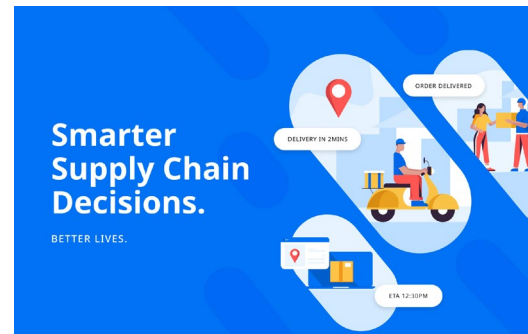
# Last-mile logistics software takes center stage



**Latest Round:** Series E (6/16/2021)

**Amount:** \$100M

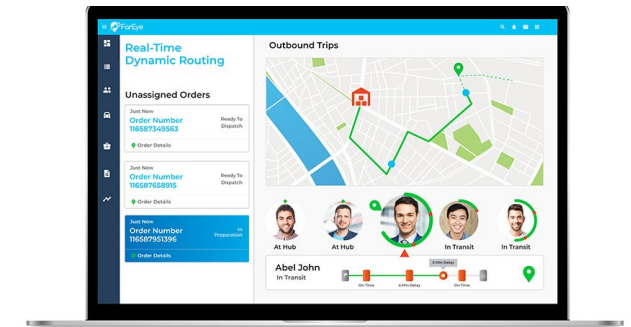
**About:** Bringg's delivery management platform offers tools such as dispatching & routing, click & collect, and fleet management.



**Latest Round:** Series C (6/2/2021)

**Amount:** \$50M

**About:** Locus is developing a last-mile logistics platform that provides real-time tracking, efficient warehouse management, and vehicle allocation solutions.



**Latest Round:** Series E (5/25/2021)

**Amount:** \$100M

**About:** FarEye is a machine-learning-based predictive logistics platform for businesses to execute, track, collaborate, predict, and optimize the movement of goods.

# Autonomous trucking cos take to public markets



Autonomous trucking startup **TuSimple** went public in April, becoming the first autonomous vehicle company to IPO. TuSimple is aiming to operate its trucks without backup drivers by the end of this year. It aims to begin production of a self-driving fleet by 2024.



**Plus**, which develops self-driving technology for long-haul trucks, announced in May that it plans to go public via a SPAC, in a deal that values the company at \$3.3B. Weeks later, Amazon placed an order for 1,000 autonomous driving systems, with the option to buy as much as 20% in Plus before the SPAC merger.



In June, **Embark Trucks** announced plans to go public via a SPAC. The company's software solution helps carriers enable self-driving technology within their existing fleets. The company already has partnerships with carriers such as Werner Enterprises and Bison Transport, as well as shippers such as AB InBev and HP.

## WHAT THE STATE OF RETAIL TECH Q2'21 REPORT COVERS



### IN-STORE RETAIL TECH

Companies offering tech solutions that target brick-and-mortar retail operations.



### E-COMMERCE

Companies that sell tangible goods online, as well as technologies that enable online sales. Excludes services and food & grocery.



### LOYALTY & REWARDS TECH

Companies that allow global brands and local shops to offer tech-enabled loyalty and rewards programs to their customers.



### SUPPLY CHAIN & LOGISTICS TECH

Tech-enabled companies that deliver services across the supply chain, from freight shipping and warehousing to inventory management and last-mile delivery.



### ON-DEMAND

Tech companies that offer immediate delivery of goods and services.



### MEAL & GROCERY DELIVERY

Companies that are focused on food delivery, including meal kits, meal and grocery delivery, and cloud kitchens.

## ON-DEMAND DEALS AND FUNDING

# On-demand deals and funding dip in Q2

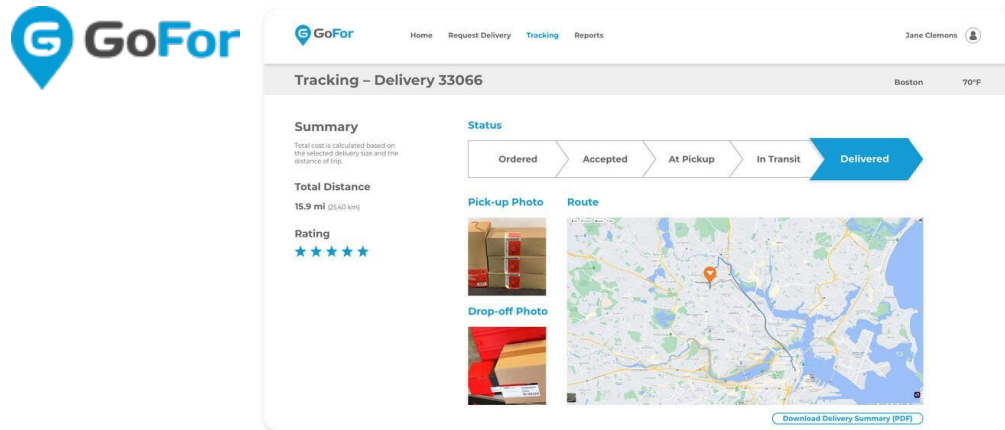
Quarterly global on-demand deals and funding (\$M), Q2'18 – Q2'21



## HIGHLIGHT #1: B2B DELIVERY

# Tech speeds up B2B delivery

### CONSTRUCTION AND REAL ESTATE



**Latest Round:** Incubator/Accelerator (5/17/2021) **Amount:** N/A

**About:** Canada-based GoFor offers delivery in as soon as 3 hours and specializes in delivering construction materials. Its platform optimizes delivery routes and offers real-time tracking. The company is now branching out to offer retail and real estate deliveries as well.

### FRESH PRODUCE

ninjacart



**Latest Round:** Series D (5/21/2021) **Amount:** \$9.5M

**About:** NinjaCart connects farmers and food sellers in India by delivering produce from the farms to the retailers within 12 hours. The company's logistics network makes deliveries more efficient and traceable. Its investors include Walmart and Flipkart.

## WHAT THE STATE OF RETAIL TECH Q2'21 REPORT COVERS



### IN-STORE RETAIL TECH

Companies offering tech solutions that target brick-and-mortar retail operations.



### E-COMMERCE

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Companies that allow global brands and local shops to offer tech-enabled loyalty and rewards programs to their customers.



### SUPPLY CHAIN & LOGISTICS TECH

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### ON-DEMAND

Tech companies that offer immediate delivery of goods and services.

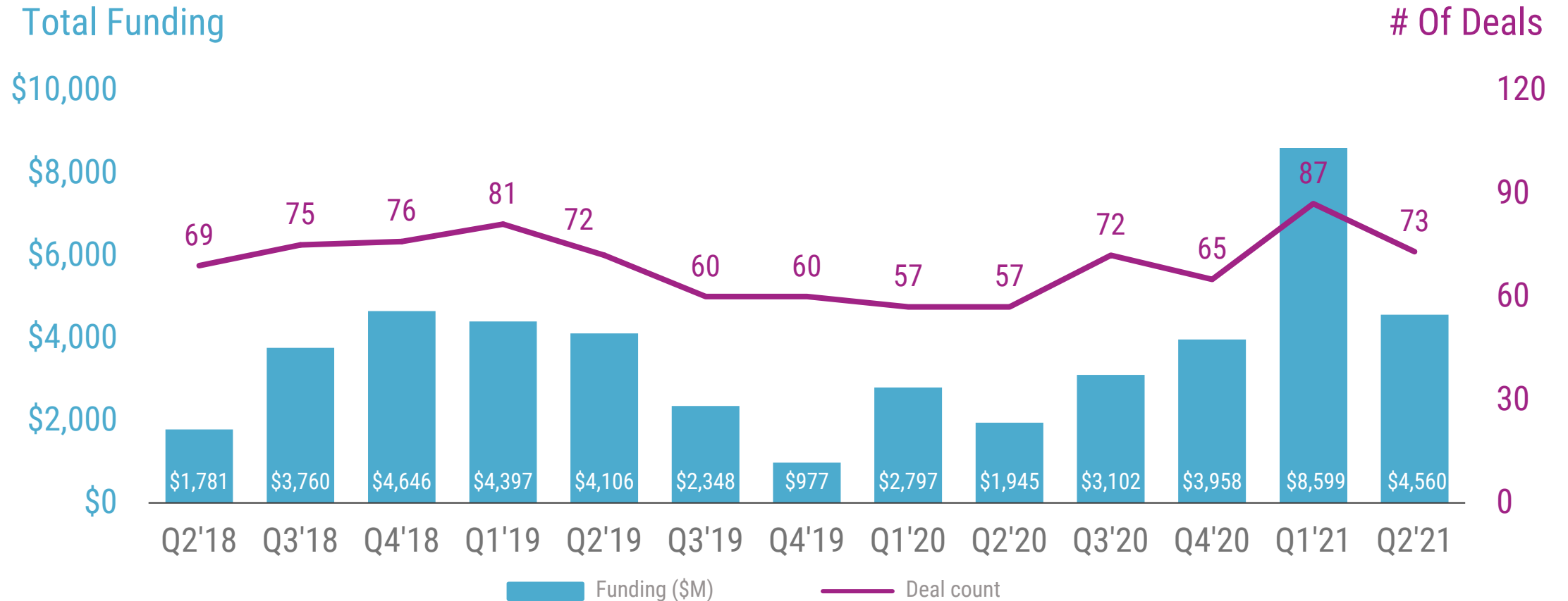


### MEAL & GROCERY DELIVERY

Companies that are focused on food delivery, including meal kits, meal and grocery delivery, and cloud kitchens.

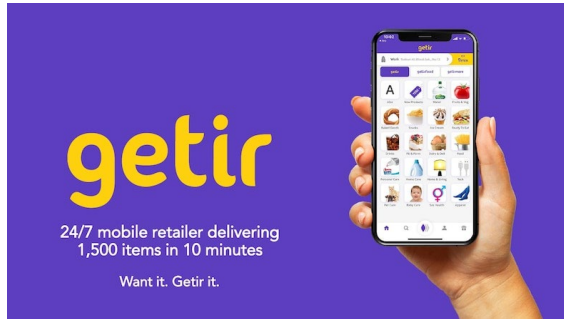
# Grocery delivery deals decline

Quarterly global meal and grocery delivery deals and funding (\$M), Q2'18 – Q2'21



## HIGHLIGHT #1: DARK CONVENIENCE STORES

# Dark c-stores continue raising mega-rounds



**Latest Round:** Series D (6/4/2021)

**Amount:** \$550M

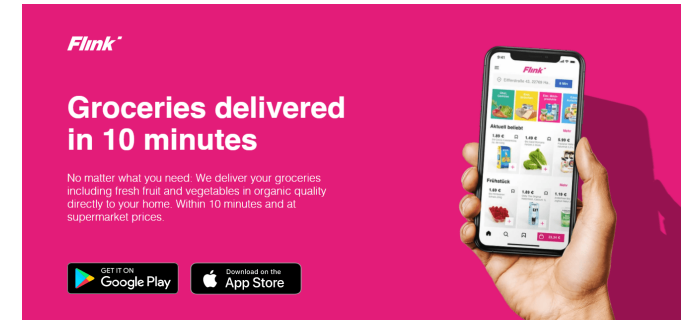
**About:** Turkey-based delivery service Getir promises delivery in 10 minutes and plans an expansion into the US.



**Latest Round:** Series F (4/1/2021)

**Amount:** \$528M

**About:** Glovo delivers groceries in countries throughout Europe and Africa with average delivery times ranging from 10-15 minutes.



**Latest Round:** Series A (6/4/2021)

**Amount:** \$240M

**About:** Germany-based Flink was founded in 2021 and delivers in 31 European cities.

## HIGHLIGHT #2: LOCAL AND HOME CHEF DELIVERY SERVICES

# Local and home chef marketplaces gain traction

### TERRITORY



**Latest Round:** Series B - II (4/13/2021)

**Amount:** \$22M

**About:** Territory is a ready-to-eat meal delivery program where users can order food from a network of local chefs.

### shēf



**Latest Round:** Series A (6/1/2021)

**Amount:** \$28.95M

**About:** Shēf allows users to order meals in advance from local chefs on a chosen delivery date.

### cook•unity

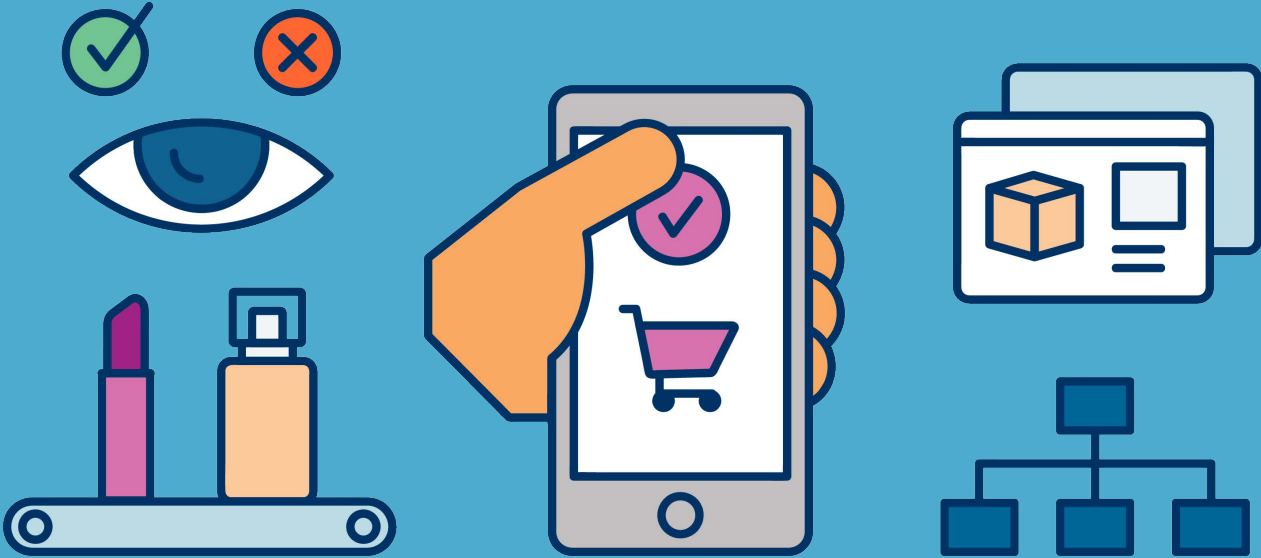


**Latest Round:** Series A (6/4/2021)

**Amount:** \$240M

**About:** CookUnity partners with award-winning chefs to create prepared meals that are delivered via a subscription service.

# Appendix



# Methodology

CB Insights encourages you to review the methodology and definitions employed to better understand the numbers presented in this report. If you have any questions about the definitions or methodological principles used, we encourage you to reach out to CB Insights directly. Additionally, if you feel your firm has been under-represented, please send an email to [info@cbinsights.com](mailto:info@cbinsights.com) and we can work together to ensure your firm's investment data is up to date.

## What is included:

- Equity funding and deals to tech-enabled retail- and consumer-oriented startups and other private companies, as prescribed by the 7 categories (Collections) highlighted in this report.
- Along with B2C companies, the Collections include B2B retailers and providers. The On-Demand Collection also includes service providers.
- Categories are not mutually exclusive. For example, a grocery delivery company may be included in both the On-Demand and Food & Beverage Delivery Collections. Criteria for categories can be found on page 6.
- Historical funding data is subject to change as our technology & data operations explore data sets globally and refine company classifications.

## What is excluded:

- Tech-enabled startups and other private companies for which retail and consumer businesses are not the primary focus. This ranges from marketing companies to certain forms of e-commerce enablement (e.g., payments).

# Get All The Data Used In This Report



IN-STORE RETAIL TECH  
COLLECTION

SUPPLY CHAIN & LOGISTICS  
TECH COLLECTION

E-COMMERCE  
COLLECTION

ON-DEMAND COLLECTION

LOYALTY & REWARDS  
TECH COLLECTION

FOOD & BEVERAGE  
DELIVERY COLLECTION