



Products and meals are recommended based on a customisable profile and shopping history | Photo source Katie Smith on Unsplash

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COLLABORATION ENABLES PERSONALISED, RECIPE-DRIVEN ECOMMERCE FOR RETAILERS

 FOOD & DRINK

A tech partnership is connecting retailers and brands to customers' kitchens through recipe-driven shopping, personalised recommendations and cooking tips

Spotted: Wellness-focused data technology company, SPINS, has partnered with Innit, a leading food tech innovator, to launch a nutrition driven e-commerce experience. The partnership connects retailers and brands to customers' kitchens through recipe and nutrition-driven shopping, personalised product recommendations and step-by-step cooking assistance.

"There's a huge opportunity to redefine and improve the way shoppers fill their baskets, removing friction and better supporting their diets and preferences with personalized assistance," said Kevin Brown, CEO and co-founder of Innit.

SPINS' algorithms analyse products' relevance to health and lifestyle, diet preferences and allergies. Innit's algorithms and consumer experience technology then deliver personalised nutrition advice, allowing consumers to rapidly select the products that match them and their diet.

Products and meals are recommended based on a customisable profile and shopping history, with retailers also able to promote preferred brands and deals.

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Takeaway:

According to the [Coresight Research U.S Online Grocery Survey 2020](#), online food-shopping sales are expected to increase by 40 per cent in 2020. With an increasing number of products constantly entering the market, it can be frustrating and time-consuming for shoppers to search through thousands of products to create a meal plan or recipe. This calls for new developments and innovative solutions, such as the collaboration between SPINS and Innit, to facilitate the consumer journey for eCommerce.