

## Grocery Retailing - US - February 2014

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“In a crowded marketplace, retailers need to clearly define and communicate how they differ from the competition, stand out by offering customized promotions to retain loyal shoppers, and feature incentives to entice new shoppers to visit their stores or websites.”  
– Ali Lipson, Senior Retail & Apparel Analyst

### This report looks at the following areas:

- Who competes in the grocery market?
- Is online shopping making headway in grocery shopping?
- What do consumers think would make grocery shopping better?

Many factors will impact the grocery market over the next few years including the growing Hispanic population, the local food movement, consumers' health issues and concerns, and the rise of online and mobile shopping.

This report builds on the analysis presented in Mintel's Grocery Retailing – US, February 2013, Shopping for Groceries – US, July 2012, Grocery Store Retailing – US, January 2011, and Grocery Store Retailing – US, January 2010. This report focuses on all retail channels that provide grocery products including traditional supermarkets, club stores, natural markets (eg Whole Foods Market and Trader Joe's), drug stores, dollar stores, convenience stores, internet retailers (eg Peapod and FreshDirect), and farmers markets.

Groceries are defined as products such as food, beverages, cleaning products, household goods (eg toilet paper, garbage bags), and/or personal care products (eg lotions, vitamins, and pharmacy products).

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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