

Center of the Store - US - January 2016

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Mintel has defined the center of the store in terms of two segments – shelf-stable grocery and frozen foods. Sales in the category as a whole have managed fairly strong growth – 10% since 2010, largely the result of the shelf-stable grocery segment, where introductions have succeeded by catering to consumer health and wellness demands.

This report looks at the following areas:

- Shelf-stable grocery fueling center-store sales growth
- Restaurant usage rising with increasing discretionary income
- Food deserts point to potential for center-store foods

The above demands, however, are leading consumers to seek more freshly prepared foods, and the processed reputation surrounding most center-of-the-store foods is proving a challenge to manufacturers.

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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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