

Center of Store - US - September 2019

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"The center of the store encompasses a wide variety of products from indulgence (ice cream, salty snacks and cereals) to extreme convenience (canned soups, frozen meals, pizzas and vegetables), and this dichotomy is calibrating a sales pattern that is stalled."
- **William Roberts Jr, Senior Food & drink Analyst**

This report looks at the following areas:

- Stagnating sales in the center of the store
- Easy food options abound
- Value alone proving insufficient in the center

As consumers continue to prioritize foods perceived to be fresher, healthier and even tastier, center of store brands will need to take cues from and make connections with the perimeter in both product development, positioning and even merchandising that will refresh and re-engage traffic patterns.

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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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