

## Grocery Pricing and Promotion - US - June 2013

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“Digital promotions represent the future of most industries, including the grocery retail trade. Marketers are finding ways to digitally bring value to customers in extraordinary new ways. Adapting current technology can help grocers attract younger consumers but also, quite surprisingly, parents and even [Walmart](#) shoppers.”  
– John N. Frank, Category Manager, Food and Drink

### In this report we answer the key questions:

- How can marketers use digital promotions to attract younger consumers?
- Can grocers offer anything to parents besides the obvious value proposition?
- How can grocers compete with the expanding reach of Walmart?

Pricing and promotional strategies are crucial to the success of any grocer or food brand. Consumers redeemed nearly 3 billion coupons in 2012, and this represents only one tactic of pricing and promotional strategy. Readers of this report will gain an understanding of what factors are shaping the pricing and promotional strategies of manufacturers and retailers offered today along with insight into marketing strategies aimed at future opportunities. A sampling of questions raised and answered includes:

- How have brands and retailers responded to the improved economy and what saving methods continue to resonate with consumers?
- How do market factors such as rising food prices and shifting demographics shape the effectiveness of promotional strategies?
- How are marketers utilizing traditional strategies such as coupons, special offers, or aisle labeling to engage with consumers who may have value fatigue?
- What innovative promotions have grocers offered to give consumers more value beyond simply price?
- How can effective pricing and promotional strategies change consumer shopping habits?
- How do shopper demographics affect how consumers respond to pricing and promotions? Which strategies and tactics are most effective with which groups?

This report builds on the analysis presented in Mintel's *Grocery Retailing – U.S., February 2013* and *Budget Shopper – U.S., June 2012*.

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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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