

## Perimeter of the Store - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“As consumers shop the perimeter more, they are expanding their use of various grocery channels. Nontraditional retailers must be sure that the quality of their perimeter products and the services provided are as important as value to successfully compete with traditional supermarkets.”  
 – Amy Kraushaar, Category Manager, US Food & Drink Reports

This report looks at the following areas:

- Can nontraditional stores capitalize on perimeter growth?
- How should perimeter departments increase convenience?
- How can deli prepared foods increase share?

Consumers' shifting focus to the perimeter of the store to find fresh, healthy and convenient foods is impacting the way they shop for groceries and the way retailers allocate space dedicated to the perimeter. Consumers shop more frequently, spending more time during shopping trips at the perimeter of the store and less at the center. Grocery stores are expanding their perimeter departments, and an increasing number of nontraditional grocers, most importantly mass merchandisers, are providing perimeter foods and services to attract customers.

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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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