

Grocery Store Perimeter - Canada - March 2016

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

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"Rapidly rising food costs are impacting categories sold at the perimeter of the grocery store (fresh produce, dairy, fresh baked goods, fresh meat and seafood). Retailers must creatively find ways to reinforce 'freshness' and lessen consumer focus on price."

- Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- Grocery shoppers are feeling the pinch of current economics
- Specialty counters are 'fresher' to only 43% of grocery shoppers
- Low use of ready, prepared offerings or HMR

Motivating consumers at specialty counters will mean reminding them of the capability to customize purchases and leveraging staff expertise. Ready, prepared food offerings also represent an area with good potential to deepen engagement with shoppers as perceptions of HMR (Home Meal Replacement) products are positive. Currently, however, this area may not be meeting its full potential.

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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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Abbreviations

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