

Center of Store - US - January 2017

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"The shelf-stable/frozen and shelf-stable packaged food categories have generated minimal growth in recent years. Shoppers have gravitated to perimeter departments with foods perceived as fresher, healthier, and tastier. Product improvements alone may not be enough to accelerate growth. Retailers and brands should create more engaging/idea-driven shopping experiences. "

- John Owen, Senior Analyst – Food & Drink

This report looks at the following areas:

- Only minimal growth for center-store food as a whole
- Young adults far less likely to shop center-store at supermarkets
- Center store trails perimeter on fresh, healthy, and tasty

This Report builds on the analysis presented in Mintel's *Center of the Store – US, January 2016*.

The center of the store, as defined for this report, includes food categories typically found along the interior aisles of supermarkets, grocery stores, and most supercenters. All retail sales of the specified items are included even though differences in store layout may mean that not all stores (particularly food retailers that are not traditional grocers) position these items in the store center. The following segments are used in this Report:

- **Shelf-stable grocery:** including processed meats, meat products, and meats included in processed food; packaged loaf breads, rolls, refrigerated bread dough, and cakes/pies/ desserts; canned produce; shelf-stable snacks; and cereal
- **Frozen foods:** including produce, frozen/prepared meals, and frozen snacks

This Report excludes items discussed in Mintel's *Perimeter of the Store – US, June 2014*:

- **Meat, poultry, fish/seafood:** fresh and frozen
- **Fresh produce:** fresh fruits and vegetables, including bagged salads
- **Milk, dairy, eggs:** fresh dairy and nondairy milk, cream; butter; cheese (natural, processed, cream cheese/spreads, cottage cheese); fresh eggs
- **Bakery:** in-store baked breads/rolls only
- **In-store deli prepared foods:** freshly prepared foods such as entrées, sandwiches, appetizers, salads, sides, trays, dips, desserts, soups, spreads

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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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