

Perimeter of the Store - US - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"US perimeter food categories driven by growing consumer demand for fresh ingredients and freshly prepared foods. Retailers and perimeter marketers can further accelerate growth by creating a more engaging shopping experience that emphasizes, convenience, food exploration, personal choice, and fun."

- **John Owen, Sr. Analyst, Food and Drink**

This report looks at the following areas:

- Fresher foods of the perimeter outpace the center store
- Young adults far less loyal to supermarkets for perimeter foods
- Produce sets the standard for healthy and natural

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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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Bringing convenience to perimeter: fresh cut salad

Ethical, environmental, free-from claims gain traction in protein categories

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In their words: fresh produce

In their words: meat, poultry, and seafood

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In their words: fresh produce drives perimeter shopping enjoyment

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