

Grocery Retailing - US - November 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

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"Given the essential nature of groceries, the industry remains somewhat protected from outside influencers that can cause wide variances in sales."

Diana Smith, Associate Director - Retail & Apparel

This report looks at the following areas:

- **Food deflation has dampened sales but brighter outlook expected**
- **Online marketplace has yet to take off**
- **Price wars contribute to channel-shifting**

However, food deflation has put a damper on sales and squeezed profits the past two years, causing some price wars. Channel switching is frequent in the industry, as consumers shop around for the lowest prices and/or look to fulfill all their needs. Common areas of strategic focus include improvements to produce and other fresh products, an increased emphasis on private label brands, investments in e-commerce and how to evolve into a lifestyle brand rather than merely a place to conduct transactions.

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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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