Mass Merchandisers - US - December 2017

Report Price: £3008.96 | $3995.00 | €3429.31

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Nearly all consumers shop mass merchandisers and growth is expected to continue, but loyalty is generally low among mass shoppers, even among some of those who shop the channel the most frequently. As pressure increases from competition outside the channel, mass merchandisers need to address evolving consumer expectations in order to stay relevant.

This report looks at the following areas:

- **Mass shoppers driven by price, resulting in low loyalty**
- **Competition is rising outside the channel**

Retailers should leverage their private label brands and continue to offer convenient and flexible shopping options both online and off-line to stay relevant and foster more loyalty among shoppers.

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Table of Contents