

Perimeter of the Store - US - September 2019

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This report looks at the following areas:

- Steady modest growth for the perimeter amid increased competition
- Younger shoppers less likely to rely on traditional supermarkets
- Emphasis on freshness a common denominator across the perimeter

A key to continued growth for perimeter is winning over younger adults, who are more likely to be drawn to other, more convenient options. Perimeter retailers need to offer the right balance of convenience and experience to stay competitive.



"The perimeter of the store continues to grow but faces increasing competition, not only from restaurants and food delivery services but also from a revitalized frozen food aisle."

**- John Owen, Associate
Director - Food & Retail**

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