

Grocery Retailing - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

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"The grocery industry is arguably the most dynamic and fragmented retail sector there is. Groceries are deemed necessities so this industry remains somewhat protected from outside influencers that could cause steep sales variances."

- Diana Smith, Associate Director

This report looks at the following areas:

- Sales rise in a deflationary market
- Online shopping still a Wild West
- Multistop shopping process

The largest factor right now impacting the category is declining foods costs. This benefits the shopper but not so much the supermarkets or farmers. Yet, sales through MULO (multi outlet) channels are expected to reach \$649 billion this year, and keep growing to hit \$727 billion by 2021 (+12%). Common areas of strategic focus in the industry include produce/perishables improvement, click-and-collect services, e-commerce, and creating experiences that enhance the shopping process.

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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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