

Grocery Retailing - US - November 2015

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"Retailers across channels are battling for a share of wallets and cash registers, creating what might be the most "crowded" segment in retail. Consumers are enjoying these options and fulfilling their grocery shopping needs by bouncing around to multiple stores that most definitely include nonsupermarkets."

- Diana Smith, Senior Retail & Apparel Analyst

This report looks at the following areas:

- Grocery to surpass \$700 billion within next five years
- Supermarkets struggling to stay relevant
- Online grocery shopping poised to take off

As such, traditional supermarkets are struggling to maintain, let alone grow, market share. In addition to shopping around in search of the best prices, product selections and service/experiences, consumers are increasingly turning to their computers and mobile devices to order groceries online.

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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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