

Supermarkets in the US

March 2024

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Supermarkets in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets increases in value terms in 2023, largely due to inflation

The Kroger-Albertsons merger has stalled for the moment

Amazon's expansion into physical grocery retail sputters

PROSPECTS AND OPPORTUNITIES

The Fresh Market will integrate AI into its retail media network

The popularity of kerbside pick-up helps merge the digital with the physical

Prepared food is a potential growth area

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E-commerce marketplaces with ties to China make a huge impact in the US in 2023

The proposed Kroger-Albertsons merger hits a snag

What next for retail?

OPERATING ENVIRONMENT

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