



# 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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Retail in 2023: The big picture

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

Informal retail

Opening hours for physical retail

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Seasonality

Christmas

Back to School

Prime Day/Christmas in July

Mother's Day

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