

CENTER OF THE STORE – US – 2023

Even as shoppers focus more narrowly on prices, the center store has the potential to drive deeper engagement and loyalty.



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This report looks at the following areas:

- Analysis of sales trends for the two major components of the center store: shelf-stable foods and frozen foods
- The impact of rising prices on shopping behaviors and preferences in the center store
- An assessment of the center store's strengths and weaknesses compared to perimeter departments in areas such as value, convenience, health, flavor exploration and innovation
- Shopper interest in a range of center-store product and promotion concepts
- Opportunities to make the center-store shopping experience more engaging



Even as shoppers focus more narrowly on prices, the center store has the potential to drive deeper engagement and loyalty.

Overview

The center store, consisting of frozen foods and shelf-stable staples, is often overshadowed by higher-profile areas of the store, such as fresh perimeter departments and prepared foods. Still, the center store accounts for the bulk of grocery sales and can play a key role in driving loyalty among increasingly value-conscious shoppers.

Elevated prices and financial uncertainty have made value for the money an even more essential element of center-store shopping. Center-store shoppers have always looked for the best deals, but now more are trying new brands or private label or even switching stores to save money.

As important as price is in center-store purchase decisions, the center store also holds the potential to drive deeper engagement and loyalty. Center-store shoppers say they would like

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to see new items and meal ideas in the aisle. There are also opportunities for center-store items that make preparing fresh meals easier and that take a positive, functional approach to health.

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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

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