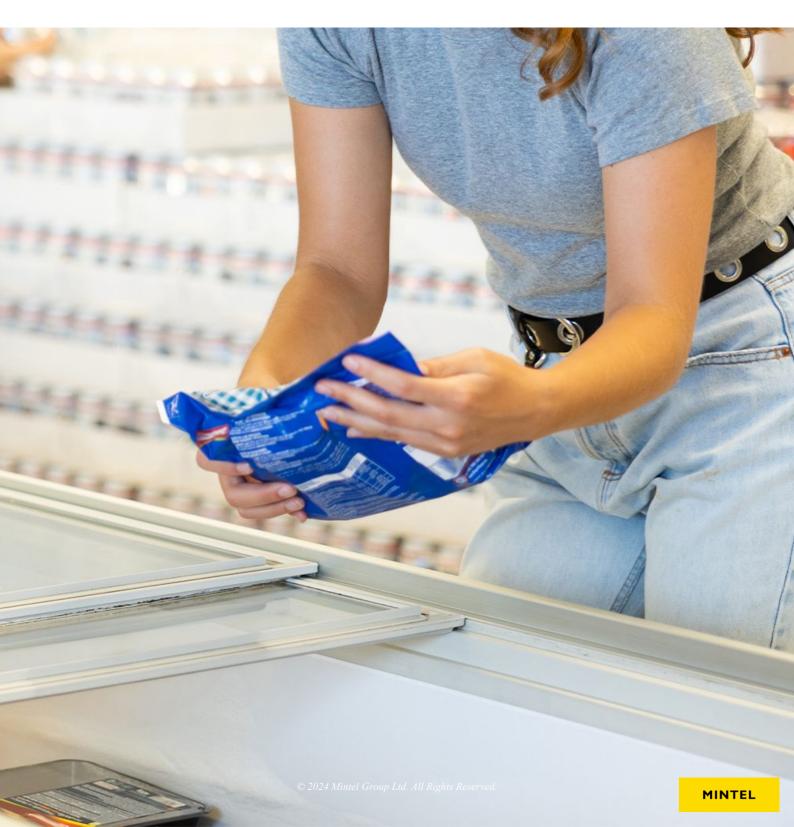
CENTER OF THE STORE – US – 2023

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



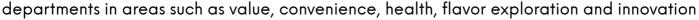
John Owen, Associate Director - Food and Retail



Center Of The Store - US - 2023

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



- Shopper interest in a range of center-store product and promotion concepts
- · Opportunities to make the center-store shopping experience more engaging

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

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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 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

CONSUMER INSIGHTS

Consumer fast facts

Center store shopping methods

- · Both in-store and online play roles for the center store
 - Graph 1: center-store and perimeter shopping methods, 2023
- · Younger shoppers more likely to shop online for center-store items
 - Graph 2: center-store shopping methods, by age, 2023

Center-store purchase factors

- · Amid inflation, cost and dependability are increasingly important factors
 - Graph 3: center-store purchase factors, 2023
- For younger center-store shoppers, organic and environmentally friendly more likely to be in the mix
 - Graph 4: center-store purchase factors, by age, 2023

Correspondence analysis: center-store and perimeter departments

- The center store brings convenience and value to the party
- · Store department associations by type
- · Correspondence analysis: how to read

Center-store shopping behaviors

- · Shoppers look for ways to save
 - Graph 5: center-store shopping behaviors, 2023
- · Younger shoppers more open to impulse
 - Graph 6: center-store shopping behaviors, by age, 2023

Interest in center-store product concepts

- · Leverage flavor and convenience to help shoppers look beyond price
 - Graph 7: interest in center-store product concepts, 2023
- Younger shoppers open to bulk products

- Graph 8: interest in center-store product concepts, by age, 2023

Interest in center-store promotion concepts

- Leverage everyday low prices to simplify center-store shopping
 - Graph 9: interest in center-store promotion concepts, by age, 2023

Attitudes toward the center store

- Improving perceptions of the center store, but more work to do
 - Graph 10: attitudes toward the center store quality, selection and health, by age, 2023
- · Amid the routine, opportunities for deeper engagement and incremental purchases
 - Graph 11: attitudes toward the center store shopping and routine, by age, 2023

COMPETITIVE STRATEGIES

Opportunities

- · Take a positive approach to improving health perceptions
- · Center-store brands making functional health claims
- · Leverage private label, for more than just price
 - Graph 12: center-store shopping behaviors switching to store brands, by household income, 2023
- · Private label across the price spectrum
- · Punctuate the routine with little surprises

THE MARKET

Market context

Market drivers

- Inflation that drove dollar sales growth in 2022 starts to ease in 2023
- Consumer price index for food at home and food away from home
- Consumer finances remain constrained despite easing of inflation
- · Assessment of personal financial situation
 - Graph 13: assessment of personal financial situation, 2021-23
- For some, budget concerns force a break in shopping routines
 - Graph 14: center-store shopping behaviors, by assessment of personal financial status, 2023
- · Spending on food at home faces pressure in aftermath of pandemic
 - Graph 15: consumer spending percentage on food at home vs food away from home, 2023

Market size and forecast

- · After disruption, a return to steady, slow growth
- · Retail sales and forecast of center-store foods

Market segmentation

- · A return to slow growth for both shelf-stable and frozen foods
- · Retail sales of center-store foods, by segment
 - Graph 16: total US retail sales and forecast of center-of-the-store foods, by segment, at current prices, 2018-22
- · Retail sales of center-store foods, by segment

APPENDIX

- Market definition
- · Consumer research methodology
- Generations
- Abbreviations and terms
- Forecast
- · Forecast fan chart
- · Sales and forecast of center-store foods, at inflation-adjusted prices
- · Retail sales and forecast of edible grocery, at current prices
- · Retail sales and forecast of edible grocery, at inflation-adjusted prices
- · Sales and forecast of frozen food, at current prices
- · Sales and forecast of frozen food, at inflation-adjusted

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