

Discounters in the US

Market Direction | 2024-03-26 | 41 pages | Euromonitor

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Report description:

Sales growth slowed for discounters in the US in current value terms in 2023, reflecting a general trend in the grocery retailers space, as inflation led consumers to volume buys and cheaper meal planning. Nonetheless, discounters recorded one of the highest rates of growth of any grocery retail channel in 2023, ahead of supermarkets and hypermarkets, and second only to warehouse clubs, as consumers gravitated to retailers promising the highest value.

Euromonitor International's Discounters in USA report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Discounters market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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