



Euromonitor  
International

# Supermarkets in the US

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Supermarkets are thinking small to grow the channel  
Albertsons moves to terminate its proposed acquisition by Kroger  
“Grocery store tourism” trending in 2024

PROSPECTS AND OPPORTUNITIES

Maturity in supermarkets will lead to more consolidation and price pressure  
Supermarkets will benefit from advances in retail media technology  
Amazon Fresh and Amazon Grocery may reshape supermarkets

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Retail in the US - Industry Overview

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Retail in 2024: The big picture  
Exceptionally high grocery prices in 2024 enter the political arena  
China-affiliated competitors reset the landscape for retail e-commerce in the US  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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