



# Small Local Grocers in the US

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Low margins, high inflation, and grocery giants pose a problem for small local grocers  
Dwindling outlet count exacerbates concerns about food deserts  
State and local communities find creative solutions to retain small local grocers

PROSPECTS AND OPPORTUNITIES

Challenging outlook ahead for small local grocers  
Growth of small-format stores from grocery chains may impact small local grocers  
Convenience trend poses difficulties for specialist stores

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Retail in the US - Industry Overview

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Retail in 2024: The big picture  
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China-affiliated competitors reset the landscape for retail e-commerce in the US  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
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- Seasonality
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- Back to School
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