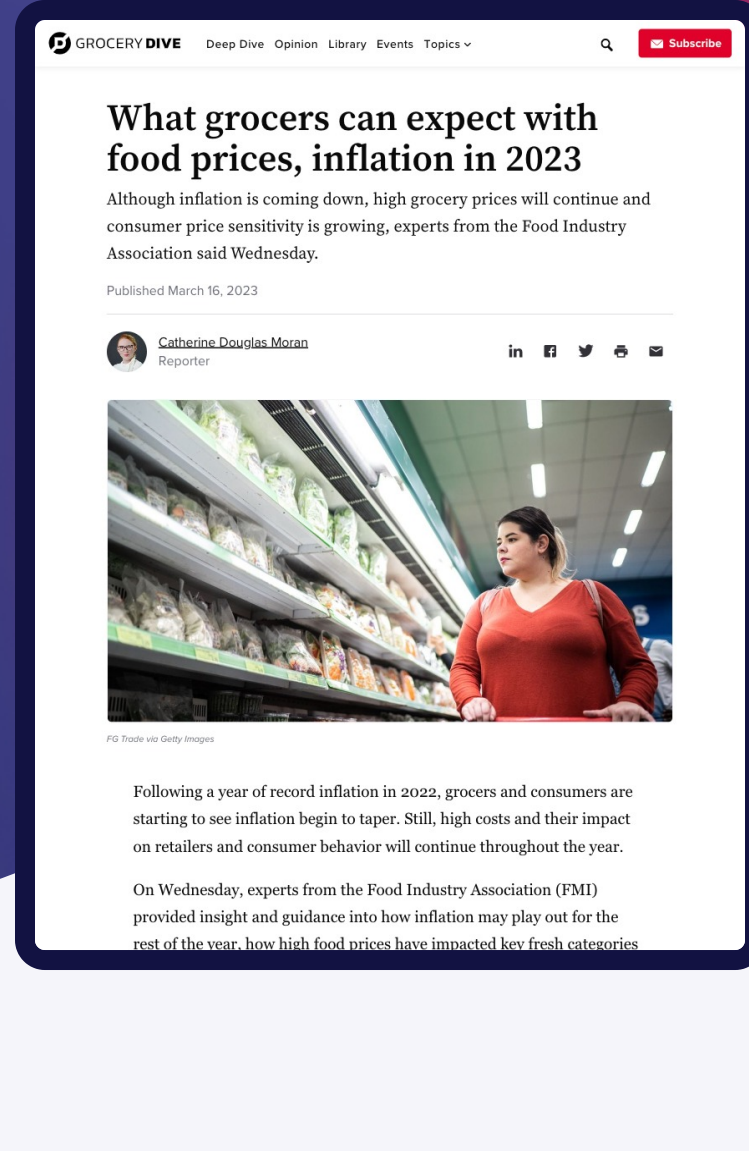


# GROCERY DIVE

# Snapshot

AUDIENCE INSIGHTS FOR 2023



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Uncover top stories, topics, and keywords

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## 01 AUDIENCE

129K

unique monthly visitors

78%

of subscribers are manager-level or above

100%

of Fortune 500 food & grocery wholesalers and food & drug stores read Grocery Dive

GROCERY DIVE

# 55,000

SUBSCRIBERS

You'll find Grocery Dive's news and insights in the inbox of notable subscribers, like:

- President, Giant Food Stores
- Director of PR, Weis Markets
- VP Corporate Real Estate, Kroger
- VP National Supply Chain, ALDI
- Assistant Vice President - Specialty Food, Hy-Vee
- Director of Marketing, Whole Foods Market
- Executive Vice President and Chief Merchant, Sam's Club
- SVP and CIO, Publix
- SVP of Marketing and Merchandising, Wegmans
- Chief Merchandising Officer, Fresh Direct

## 02 TOP-PERFORMING CONTENT

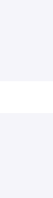
Over the past few years, the grocery industry has been rife with challenges from safety concerns to supply chain disruptions to inflation. The road ahead continues to look murky as the state of economy affects retailers, wholesalers, and shoppers alike. While inflated prices may be declining, Americans are still feeling the financial effects, while grocery leaders look to solve other pain points to differentiate themselves in a saturated market. Let's take a look at what our readers have been focused on most.

### Top 5 topics

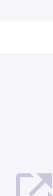
1. Corporate Operations
2. In-store technology
3. E-commerce
4. Fresh food & delivery
5. Finances & deals

### Top 10 Grocery Dive stories

8 trends that will shape the grocery industry in 2023



Lidl US lays off hundreds of corporate workers



Amazon Fresh store expansion paused as it seeks better differentiation, economics



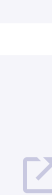
Why more grocers are putting electronic shelf labels in their stores



5 ways Target is pushing customer-driven innovations in omnichannel, grocery



Pardon the Disruption: Has Amazon Fresh hit its expiration date?



Wegmans rolls out smart cart pilot



Kroger and Albertsons plan divestiture of 250-300 stores: Reuters



States are looking to cut their grocery taxes. Here's what that means for grocers



What grocers can learn from Whole Foods controversial exit from a Chicago neighborhood



### Keywords resonating right now

checkout-free technology

grocery delivery

M&As

IPOs

grocery apps

pickup in-store

meal kits

grocery inflation

plant-based

layoffs

## 03 TRENDS

### Economic implications

- Inflation
- Growth of private-label products
- Emphasis on value-based messaging

### Differentiation from the competition

- Expansion of loyalty programs
- Store format experimentation
- Personalization

### Industry trends

- Retail media
- Omnichannel shopping experience
- M&As

### Emerging Tech

- Smart cart tech
- Electronic shelf labels
- Expanded pickup options

Our readers spent nearly 2x as long on these stories than the average story:

- [UNFI's profits plunge as sales hit a record](#)
- [SNAP emergency allotments ending soon, impacting grocery spending](#)

### Economy and its effect on retailer behavior

Amid high, albeit declining inflation, grocery store leaders are shifting their messaging for each individual by harnessing customer data while pushing a value-based approach. While some are building out loyalty programs, those with well-established programs, have the advantage in 2023.

Inflation is shifting grocers' focus towards private label brands as a cost-saving measure and an opportunity to elevate their private-label brand. With more care, design, and research applied than ever, private-label brands are on the rise.

Although inflationary pressures continue to plague the grocery industry, leaders do not expect demand to decline. However, grocers will need to show their value in a hyper-competitive space where consumers are simply looking to save money.

Majors brands are experimenting with new store formats from mega-stores in large states to micro-stores on college campuses. Attention to omnichannel shopping experiences is on the rise as advanced pickup options and online shopping expands.

### Digitization of grocery

The digitization of the grocery industry is just in its beginning stages with new developments in tech like smart carts and electronic store labels. Smart carts that identify products as they're placed in the cart and allow shoppers to pay for their purchases on-site are in their pilot stages at a big-name retailer and could be implemented across the industry in the coming years.

In the name of decreased labor costs and increased efficiency, electric store labels (ESLs) are becoming more commonplace by the day. Real-time pricing data, sustainability, and ease of use for shoppers are just a few reasons why ESLs are the grocery technology of the future.

## 04 MARKETING INSIGHTS

Check out what resonates with this audience by reflecting the content preferences of over 55,000 Grocery Dive subscribers in your strategy:

### Content Characteristics

- Informed
- Empathetic
- Definitive
- Actionable
- Opportunity-focused

### Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

### Keep your content fresh

Grocery decision-makers are most interested in topics that help them keep an eye on the state of the industry as it evolves. They want to be resilient and to stay ahead of the trends. Provide them with informative and continual coverage surrounding popular topics like in-store technology, e-commerce, and delivery.

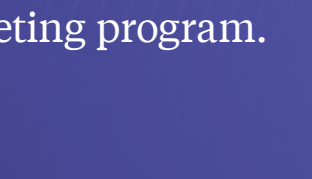
### Avoid the promotional gimmicks

Grocery executives want practical solutions to their biggest challenges and don't like to be sold to. Provide solution-based messaging that ties to specific challenges the grocery leaders are facing and don't go too product-specific or sales-focused.

### Do an inventory of their competition

This audience is always trying to keep an eye on where their competitors are succeeding or failing. Aid this group in their quest to keep up with their competitors by covering developments from big players in competitive landscapes.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us