

PROGRESSIVE GROCER



COVER STORY

18 Customer by Choice

As the retail industry evolves, customers have the benefit of enjoying various retail channels which include offline and online touchpoints; and as technology blurs the lines between physical and online retailing, grocers and their supply-chain partners will need to rethink their marketing strategies to remain competitive

FEATURES

14 Progressive Views

For brands plying products in emerging economies, with billions of consumers and billions in potential revenue, the challenge is in serving and managing thousands of distributors and retailers

16 Industry Insights

What will it take for the food industry to keep up with the booming human population, and what will consumers demand from grocers and food distributors in the future?

FOOD & GROCERY

24 Store of the Month

Shoprite of Vineland that debuted less than two years from its start date, is a brilliantly reimagined replacement store that helps the Bottino family reassert its commitment to excellence and innovation

PRODUCTS

30 Candy & Snacks

Retailers and manufacturers can lift sales by finding reasons to celebrate all year round, and giving shoppers more choices

32 Icecream

With the market place teeming with a host of frozen variants, consumers are beginning to enjoy them even in the cold months, leading to an upsurge in winter sales

38 Fresh Food

To maximise sales and loyalty, grocers need to be ready for holiday meat and seafood demands

PRODUCT WATCH

40 Frozen Snacks

Innovation and differentiation will be key for brands, as will creating awareness of their products and their usage

REGULARS

8 Market Update

What's new in the F&G market

10 Industry Speak

Virtual reality technology is gaining steam in the CPG industry, enabling brands and marketers to transform store merchandising and shopper marketing programmes

12 Round Up

National and international company updates

42 Design

Showcasing Progressive Grocer's fourth annual Store Design Contest winners

64 What's Next

New products in the market

66 Retail Guide

Modern Retail: Growth through winning front-end teams

68 Business Opportunities

Fresh avenues to expand and grow