

PROGRESSIVE GROCER



COVER STORY

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To stay ahead of competitors and continue to be relevant in the fast-paced modern-day markets, brands have to constantly reinvent themselves, innovate, rethink their marketing strategies, and reposition themselves more strongly, while retaining their core identity. This calls for a consistent flow of fresh ideas that could include developing new products as a response to changing customer tastes

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Adopting innovations in merchandise mix, business model or format is critical to unlock profitable growth avenues

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Successful grocery products must fill unmet needs and improve on what's available

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