

### COVER STORY

## 20 SPAR India: A hypermarket known for value and differentiation

The Dutch brand SPAR is the world's largest voluntary retail chain with over 12,000 stores in 40 countries worldwide and meets the needs of over 13 million consumers every day. In India, SPAR Hypermarkets operates 20 stores across nine states. Progressive Grocer takes a look at how the retailer remains receptive to introducing new products across categories and the various innovations it has put in place to keep abreast of the fast-changing consumer buying trends.



### 10 VIEWPOINT

The Impact of GST on E-commerce Market

### 28 FMCG

Building new-age brands in the social-digital age

### 30 CATEGORY WATCH: BREAKFAST FOOD

Breakfast Bonanza



### HONEY



- 12** Business opportunities to hit the sweet spot
- 14** Taking the lead in honey market
- 16** Easiest way to have honey - Honey Twigs!
- 18** The use of honey in the millennial generation is rising

### 50 ALL'S WELLNESS

Wellness from the Deep



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Vezlay's soya products strike a chord with customers

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Food, Beverage & Non-food Products

