



March 2015

Convenience Store Foodservice - US

“While some consumers have a less-than-stellar opinion of c-store foodservice, this sentiment is beginning to wane, especially among younger consumers. Now is the time for c-store operators to showcase their new food and drink capabilities that can rival those of quick service, be just as fresh as fast casual, and ...

Mass Merchandisers - US

“Mass merchandisers are well-positioned to continue being a primary part of customers’ shopping journeys because of consumers’ continued emphasis on wanting value and convenient shopping solutions. However, it appears that all the key retailers are focused on the same initiatives including small store format expansion, adding services like in-store pickup ...

February 2015

The Drug Store Shopper - US

“Retail channel lines continue to blur with more outlets like mass merchandisers and supermarkets clambering to become consumers’ primary destinations for their drug store needs including OTC and prescription medications. Traditional drug stores can no longer afford to be just drug stores, and should continue evolving their positioning as health ...

January 2015

Beauty Retailing - US

“For many consumers, buying beauty products can become somewhat of a mundane task. Shoppers in this category have a multitude of options to choose from including where they shop and what they buy, but still, many will frequent a few favorite places, and/or buy the same brands repeatedly. Retailers ...

Back to School Shopping - US

“With many retailers expanding the scope of their price matching policies, differentiating based on low prices is becoming increasingly difficult. However, shoppers’ trust is an increasingly important currency that can be exchanged for engagement. Retailers that can meet needs as specific as individual school requirements can build that trust, thus ...