

Supermarket Type Merchandise July 2013

In monitoring grocery industry trends - and accurately assessing leakage in local markets - it is important to know what non-Supermarket retail channels are selling in terms of groceries, foods, and other types of supermarket-type merchandise (STM).

DSR Marketing Systems and Burke & Associates have developed estimates - by store type - for the USA as a whole in both 2011 and 2012.

As of 2012, Supermarkets are estimated to capture 58% of all spending on Groceries and Foods (\$675 billion) - and 36% of that on all STM (\$1,373 billion). The latter is conservatively defined to include:-

- Groceries/other foods
- Packaged alcoholic beverages
- Cigars, cigarettes, tobacco
- Drugs, health & beauty aids
- Soaps, detergents, cleaners
- Paper & related products
- Pets, pet foods, supplies

If you are interested in the grocery and STM sales of specific chains, such as Costco, Dollar General, and Target, we now plan to make these available annually at a modest fee of \$145 per year (\$95 for orders this year before August 31). This reflects the significant research involved in updating these estimates each year.

If you would like to purchase this report, please contact either of us:

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