



SN PRICE✓CHECK: Atlanta

Walmart, Target dominate Atlanta

Walmart and Target were neck and neck on price and service during mystery shops conducted at a Walmart, Target, Kroger and Publix store in Atlanta, during the weeks of July 14, 28 and Aug. 11. During each of the collection periods, the difference between the cost of a 20-SKU basket purchased at both Walmart and Target was less than \$1.

SOURCE: Brand View and Target

WHO SCORED BEST

	Week 1	Week 2	Week 3
Least Expensive Basket	WALMART	TARGET	TARGET
Most Lowest-Priced Items	WALMART	WALMART	WALMART
Store Appearance	TARGET	TARGET	WALMART
Ease of Shopping	TARGET	TARGET	WALMART

Price Matchup

Just 44 cents separated Target's and Walmart's basket prices.
(Week 3)

Value of Total Basket*	
Target	\$52.18
Walmart	\$52.62
Kroger	\$58.64
Publix	\$63.46

*Based on a 20-SKU basket purchased in the Atlanta market during the week of Aug. 11.

Most Lowest-Priced Items*

Walmart	10
Target	7
Kroger	5
Publix	1

*Based on baskets purchased during the week of Aug. 11. In the case of a tie, both retailers were credited with having the least expensive item.

ITEM PRICE COMPARISON

PRODUCT NAME*	WALMART (WEEK 1 / WEEK 2 / WEEK 3)	KROGER (WEEK 1 / WEEK 2 / WEEK 3)	TARGET (WEEK 1 / WEEK 2 / WEEK 3)	PUBLIX (WEEK 1 / WEEK 2 / WEEK 3)
Dove Sensitive Skin Beauty Bars/2-pack	\$3.18	\$3.18	\$3.18	\$3.23
Heinz Ketchup/32 oz.	\$2.54	\$2.54	\$2.82	\$2.54
Betty Crocker Fudge Brownie Mix/18.3 oz.	\$1.50	\$1.50	\$1.50	\$1.52
Pillsbury Crescent Rolls/8 oz.	\$2.18	\$2.18	\$2.18	\$2.17
Lawry's Seasoned Salt/8 oz.	\$2.08	\$2.08	\$2.08	\$2.89
Simply Orange Original Pulp Free Orange Juice/59 oz.	\$3.00	\$3.00	\$3.00	\$3.33
Nestle Tollhouse Real Semi Sweet Chocolate Morsels/12 oz.	\$2.50	\$2.50	\$2.50	\$2.99
Puffs Plus Lotion Facial Tissues	\$1.47	\$1.47	\$1.47	\$1.50
Icy Hot No Mess Applicator Maximum Strength Liquid/2.5 oz.	\$5.24	\$5.24	\$5.24	\$7.49
Edys Slow Churned French Silk Vanilla Ice Cream/48 oz.	\$3.24	\$3.24	\$3.24	\$5.99
Hot Pockets Four Cheese Pizza Stuffed Sandwiches/9 oz.	\$2.00	\$2.00	\$2.00	\$2.37
Nabisco Premium Original Saltine Crackers/16 oz.	\$2.50	\$2.50	\$2.50	\$2.85
Campbell's Healthy Request Condensed Tomato Soup/10.75 oz.	\$1.58	\$1.58	\$1.58	\$1.75
Smuckers Goober Grape Jelly and Peanut Butter Spread/18 oz.	\$2.96	\$2.96	\$2.96	\$3.39
McCormick Ground Pure Black Pepper/4 oz.	\$3.25	\$3.25	\$3.25	\$4.79
Hidden Valley Ranch Salad Dressing/24 oz.	\$3.62	\$3.62	\$3.62	\$4.95
Jiffy Corn Muffin Mix/8.5 oz.	\$0.48	\$0.48	\$0.48	\$0.49
Barilla Thin Spaghetti/16 oz.	\$1.28	\$1.28	\$1.28	\$1.37
Bayer 325mg Coated Aspirin Tabs/100 count	\$5.88	\$5.88	\$5.88	\$5.99
Eagle Sweetened Condensed Milk/14 oz.	\$1.86	\$1.86	\$1.86	\$2.27
	\$2.29	\$2.29	\$2.29	\$2.27
	\$1.99	\$1.99	\$1.99	\$2.27
	\$1.99	\$1.99	\$1.99	\$2.27

*Items represent a 20-SKU basket collected in the Atlanta market during the weeks of July 14, July 28 and Aug. 11.

OUR METHODOLOGY: Every two weeks, RetailData representatives visit 13 stores in five different regions of the country, collecting the prices of 20 products in a typical weekly shopping trip. Representatives also score stores on appearance, ease of shopping, and overall customer experience. The results are integrated into Brand View analytics to assess performance on each of the criteria. SN will focus on a single U.S. region in select print issues, and presents more extensive pricing data at supermarketnews.com. Brand View is a marketing-leading international price and promotions intelligence analytics tool. RetailData is a leader in competitive retail intelligence and a single source of "all things price."

BrandView

