

# DATAPOINTS

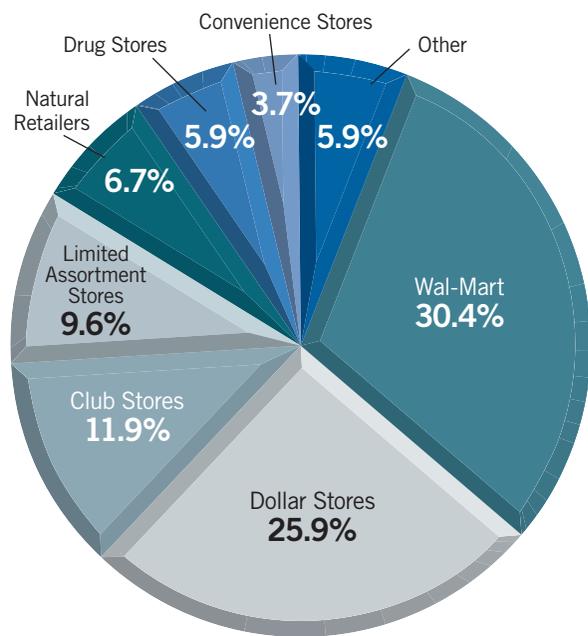
## Retailers Drive Center Store With Innovation, Cross-Merchandising

Food retailers see new-product innovation and cross-merchandising in the perimeter as keys to revitalizing Center Store sales, according to *SN's* Survey of Center Store Performance 2012 (see full story beginning on Page 35). More than half of retail respondents — 56.8% — cited product innovation as a tactic for driving growth in grocery categories. While respondents continue to see Wal-Mart as the most significant threat, the threat to Center Store categories posed by dollar stores and other alternative channels increased in this

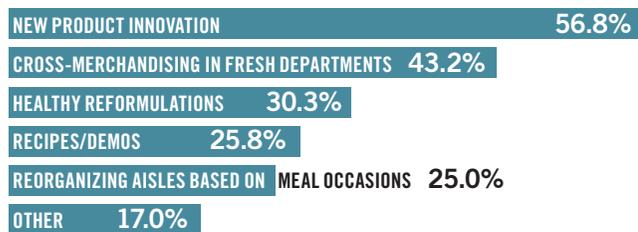
year's survey, relative to a year ago (see Page 7). One respondent noted that dollar stores are capturing paper products and cleaning products away from supermarkets, especially in small markets. One finding of this year's survey was a difference between the shopper-marketing efforts of manufacturers vs. those of retailers. While suppliers indicated a stronger focus on women, retailers were much more likely to cite Gen-Xers as a target of these efforts.

**SOURCE: *SN's* Survey of Center Store Performance 2012**

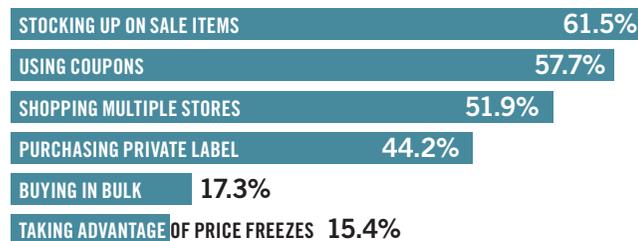
During the past year, which alternate channel has posed the biggest threat to Center Store sales in supermarkets?



How are you attempting to revitalize Center Store sales? (multiple responses allowed)

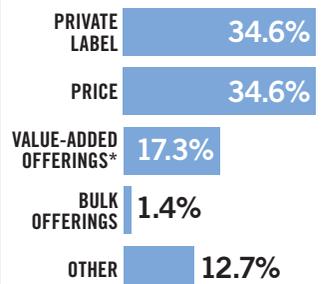


Which of the following cost-saving strategies have been most popular with shoppers? (multiple responses allowed)



**73%**  
of food retailers plan to increase their shopper marketing in the next 12 months

How can supermarkets best fight competitors for Center Store sales?



\* Traditional loyalty programs, personalized offers, nutrition programs

“[Dollar stores] have stabilized their food presence, and offer better selections at competitive prices — sometimes in newer locations.”

— SURVEY RESPONDENT

**51%**  
of food retailers say Facebook has been the most effective social media for Center Store promotions

Which of the following groups will your shopper-marketing efforts focus most heavily on?

