

SN PRICE CHECK: Chicago

Price battle in Chicago

The Chicago grocery market is particularly competitive, as evidenced by the latest SN Price Check, a mystery shop involving a 20-SKU basket purchased at a Meijer, Target, Walmart and Jewel-Osco once a week during a three-week period. Walmart, Target and Meijer each had the least expensive basket during one of the weeks, and three of the banners — Jewel-Osco, Meijer and Target — tied in the “ease of shopping” category, two of the three collection periods. Walmart had the most lowest-priced items during each collection, and Jewel-Osco had the best store appearance two of the three weeks.

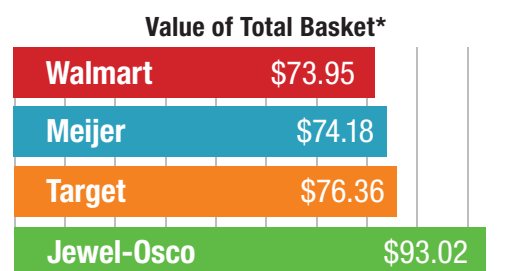
SOURCE: Brand View and RetailData

WHO SCORED BEST

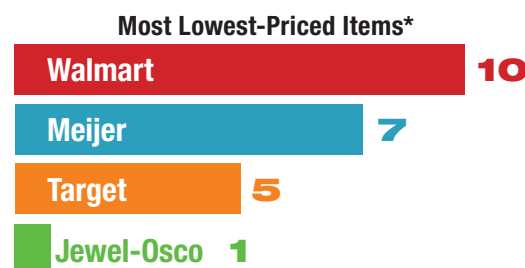
	Week 1	Week 2	Week 3
Least Expensive Basket	MEIJER	TARGET	WALMART
Most Lowest-Priced Items	WALMART	WALMART	WALMART
Store Appearance	JEWEL-OSCO	JEWEL-OSCO	MEIJER
Ease of Shopping	JEWEL-OSCO MEIJER TARGET	JEWEL-OSCO MEIJER TARGET	JEWEL-OSCO MEIJER

Price Matchup

Walmart's basket was about \$20 less expensive than Jewel-Osco's during week three. (Week 3)



*Based on a 20-SKU basket purchased in the Chicago market during the week of March 10.



*Based on baskets purchased during the week of March 10. In the case of a tie, both retailers were credited with having the least expensive item.

ITEM PRICE COMPARISON

	MEIJER			JEWEL-OSCO			WALMART			TARGET		
	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3
Good & Plenty Fat Free Licorice Candy/6 oz.	\$1.09	\$1.00	\$1.09	\$1.29	\$1.29	\$1.00	\$0.98	\$0.98	\$0.98	\$1.00	\$1.00	\$1.00
Eight O'Clock Original Ground Coffee/12 oz.	\$5.29	\$4.99	\$4.99	\$6.59	\$6.99	\$6.99	\$4.98	\$4.98	\$4.98	\$4.99	\$4.39	\$4.99
Jack Daniel's Original No. 7 Recipe Barbecue Sauce/19 oz.	\$2.19	\$2.19	\$2.19	\$2.49	\$2.49	\$2.49	\$1.98	\$1.98	\$1.98	\$1.99	\$1.99	\$1.99
Pepperidge Farm Milano Cookies/6 oz.	\$2.99	\$2.99	\$3.49	\$3.29	\$3.29	\$3.29	\$2.50	\$2.88	\$2.88	\$2.79	\$2.50	\$2.50
Gerber Graduates Lil Crunchies Baked Corn Snack Veggie Dip/1.48 Oz.	\$1.99	\$1.99	\$1.99	\$1.99	\$1.89	\$1.89	\$1.98	\$1.98	\$1.98	\$1.99	\$1.99	\$1.60
Bud Light/12-pack	\$8.99	\$8.99	\$8.99	\$7.99	\$8.49	\$7.99	\$7.97	\$7.97	\$7.97	\$8.99	\$8.99	\$8.99
General Mills Cheerios/18 oz.	\$3.89	\$3.89	\$3.33	\$4.99	\$4.99	\$4.99	\$3.48	\$3.48	\$3.48	\$3.54	\$2.50	\$3.54
Pillsbury Crescent Rolls/8 oz.	\$2.19	\$2.19	\$2.19	\$3.99	\$2.69	\$3.19	\$1.98	\$1.98	\$2.00	\$1.99	\$1.66	\$1.99
La Sueur Very Young Small Sweet Peas/15 oz.	\$1.49	\$1.49	\$1.49	\$1.79	\$1.79	\$1.79	\$1.68	\$1.68	\$1.68	\$1.69	\$1.69	\$1.69
Kraft American Singles/16 oz.	\$2.50	\$3.79	\$2.50	\$5.29	\$5.29	\$4.49	\$3.48	\$3.68	\$3.78	\$3.49	\$3.49	\$3.49
Static Guard Static Cling Spray Fresh Scent/5.5 oz.	\$3.27	\$3.27	\$3.27	\$3.99	\$3.99	\$3.99	\$3.12	\$3.12	\$3.12	\$2.98	\$3.14	\$3.14
Pedigree Large Dog Dentastix Dog Treats/6.07 oz.	\$3.00	\$3.00	\$3.79	\$4.49	\$4.99	\$3.99	\$3.74	\$3.28	\$3.74	\$3.74	\$3.74	\$3.74
Little Debbie Swiss Cake Rolls/12 count	\$1.79	\$1.79	\$1.79	\$1.79	\$1.50	\$1.50	\$1.78	\$1.70	\$1.70	\$1.67	\$1.67	\$1.67
Silk Vanilla Soy Milk/64 oz. Palmolive Antibacterial Orange Liquid Dish Soap/25 oz.	\$3.09	\$3.09	\$3.09	\$3.39	\$3.39	\$3.99	\$3.28	\$3.28	\$3.28	\$3.00	\$3.29	\$3.29
Hormel Turkey Pepperoni Slices/6 oz.	\$3.59	\$3.59	\$3.59	\$3.99	\$3.99	\$3.99	\$2.48	\$2.98	\$2.98	\$2.69	\$2.99	\$2.99
Energizer Advanced Lithium Batteries AAA/4 count	\$6.97	\$6.97	\$6.97	\$8.99	\$8.99	\$8.99	\$6.97	\$6.97	\$6.97	\$6.99	\$6.99	\$9.99
Krusteaz Cinnamon Crumb Cake Supreme Mix/21 oz.	\$1.66	\$2.39	\$1.66	\$2.50	\$2.50	\$2.99	\$2.14	\$2.14	\$2.14	\$1.99	\$2.14	\$2.14
Pantene Pro V Fine Hair Style Triple Action Volume Maximum Hold Mousse/6.6 oz.	\$3.99	\$3.99	\$3.99	\$5.99	\$5.99	\$5.99	\$4.97	\$3.97	\$4.97	\$3.99	\$3.99	\$3.99
Mucinex Maximum Strength Expectorant Extended Release Bi-Layer Tablets/14 count	\$9.99	\$10.99	\$10.99	\$15.99	\$15.99	\$15.99	\$10.97	\$10.97	\$10.97	\$10.99	\$10.99	\$10.99
PRICE TOTAL	\$72.75	\$75.38	\$74.18	\$94.31	\$94.02	\$93.02	\$73.10	\$72.64	\$73.95	\$73.19	\$71.78	\$76.36

*Items represent a 20-SKU basket collected in the Chicago market during the weeks of Feb. 10, Feb. 24 and March 10 at stores within a 35-minute drive of a central location. Includes promotional prices where applicable.

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 each issue of its print edition, and in the near future will present more extensive findings across the regions at supermarketnews.com. Brand View is a market-leading international price and promotions intelligence analytics tool. RetailData is a leader in competitive retail intelligence and a single source of “all things price.”

