

# Vending in the US

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Vending sales return to the pre-pandemic level in current value terms in 2023

Healthy food options are trending

Reverse vending technology from Olyns gamifies sustainability

### PROSPECTS AND OPPORTUNITIES

Vending will be an attractive retail channel over the forecast period

Smart vending machines will expand retail opportunities

Ulta pairs smart vending technology with rewards for loyalty programme members

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E-commerce marketplaces with ties to China make a huge impact in the US in 2023

The proposed Kroger-Albertsons merger hits a snag

What next for retail?

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