

Supermarkets in Australia

March 2024

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Supermarkets in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Coles and Woolworths forced into lowering prices to compete with discounters Rise in prices causes an increase in shoplifting for supermarkets Coles invests in technology to improve the customer experience

PROSPECTS AND OPPORTUNITIES

Enhancing the supermarket experience based on specific customer needs Product innovation for private label can give a competitive edge Online channels to become increasingly competitive for supermarkets

CHANNEL DATA

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Retail in 2023: The big picture Promotions drive up volume sales amid cautious spending behaviour Sustainability is a focal point for retailers What next for retail?

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