

Discounters in the US

March 2024

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Discounters in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounters continues to post positive sales gains in 2023
Aldi acquires the Winn-Dixie and Harvey's supermarket chains
Save-A-Lot completes its transition to a wholesale revenue model

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Discounters is well-positioned for growth over the forecast period
Aldi will continue to disrupt US grocery retail
Private label will continue to be of central importance to the discounters channel

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