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swot

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Statista Industry Report - NAICS Codes 521, 522, 523
- Manufacturing: Fashion & Textiles in the U.S. 2020  
Statista Industry Report - NAICS Codes 313, 314, 315, 316
- Retail: Food & Beverages in the U.S. 2020** ←  
Statista Industry Report - NAICS Code 445
- Health Care in the U.S. 2020  
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## Retail: Food & Beverages in the U.S. 2020

Statista Industry Report - NAICS Code 445



Food retailers are present in most neighborhoods in the U.S., and stores often possess a well-established and loyal customer base. In 2019, the estimated sales of the industry were US\$756.4 billion. 7.7% of the sales were generated by the subindustry "Beer, wine, and liquor stores".

### What's included?

- Forecasts through the year 2023
- Management summary and key facts & figures
- Industry financial numbers and trade flows
- Top companies and business demographics
- Innovation & research activities

### Introduction

- Executive summary
- Key figures at a glance
- **SWOT analysis**
- Consumer behaviour
- Industry definition

### Industry Report Details

Review the **Statista Industry Report** description. A **SWOT analysis** is usually included in the **Introduction** of the report.

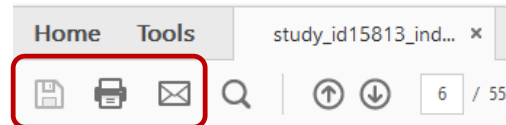
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## Retail: Food & Beverages

SWOT analysis



### Strengths

- Food retailers are present in every neighborhood in the U.S. and stores often have established consumer relations and loyalty
- Large supermarket chains are able to control prices and cut overhead costs by better utilizing delivery, storage, and transport capabilities
- Private label products allow many market chains to benefit from vertical integration
- Regardless of macro economical conditions, food and beverage retail are less prone to recession, as well as quick shifts and changes

### Weaknesses

- Heavy discounting is very common in the industry
- Traditional food retailers face pressure from delivery services, warehouse clubs, convenience stores and hypermarkets like Walmart or Target
- Conventional retailers have entered the natural and organic segment, which has hampered the potential growth trajectories of specialty retailers
- Consumers shop at several stores, distributing their budget between many retailers

### Opportunities

- Premium products: As per capita disposable income has recovered after the recession, more consumers can pay a price premium for organic and all-natural brands
- Online retail provides strong growth potential for the traditional food and beverage retail
- Enhancing the fresh produce and local foods trend is an opportunity for chains to attract new customers and optimize their logistics
- Reducing the footage of the stores and offering a product mix that targets specific customers instead of an "one-fits-all" approach

### Threats

- An incredibly competitive grocery market will lead to further consolidation, cost cuts, and adaptations
- Independent grocers with no specific target group may see their profits fall as thin profit margins make it increasingly difficult for them to compete with large market chains
- Last-mile delivery problem may limit online shopping offers to cities only, leaving out the rural areas
- The hypermarket channel is saturated as the stores have difficulty penetrating urban centers due to their large size

Scroll to the **SWOT analysis** section of the industry report.

Read, save, print or email the report.