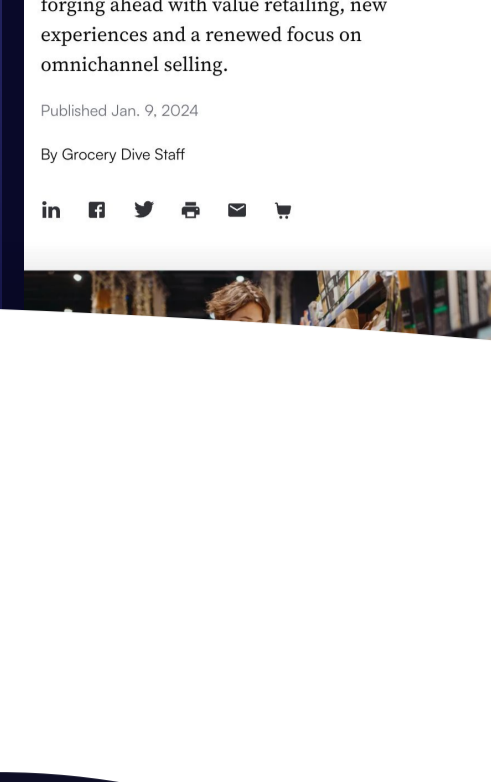


Grocery Dive is a news publication designed specifically for leaders in the business of food retail. Across shopper behavior, omnichannel, e-commerce, pricing and discounting, store formats, and more, our journalists cover the issues that impact the grocery industry.

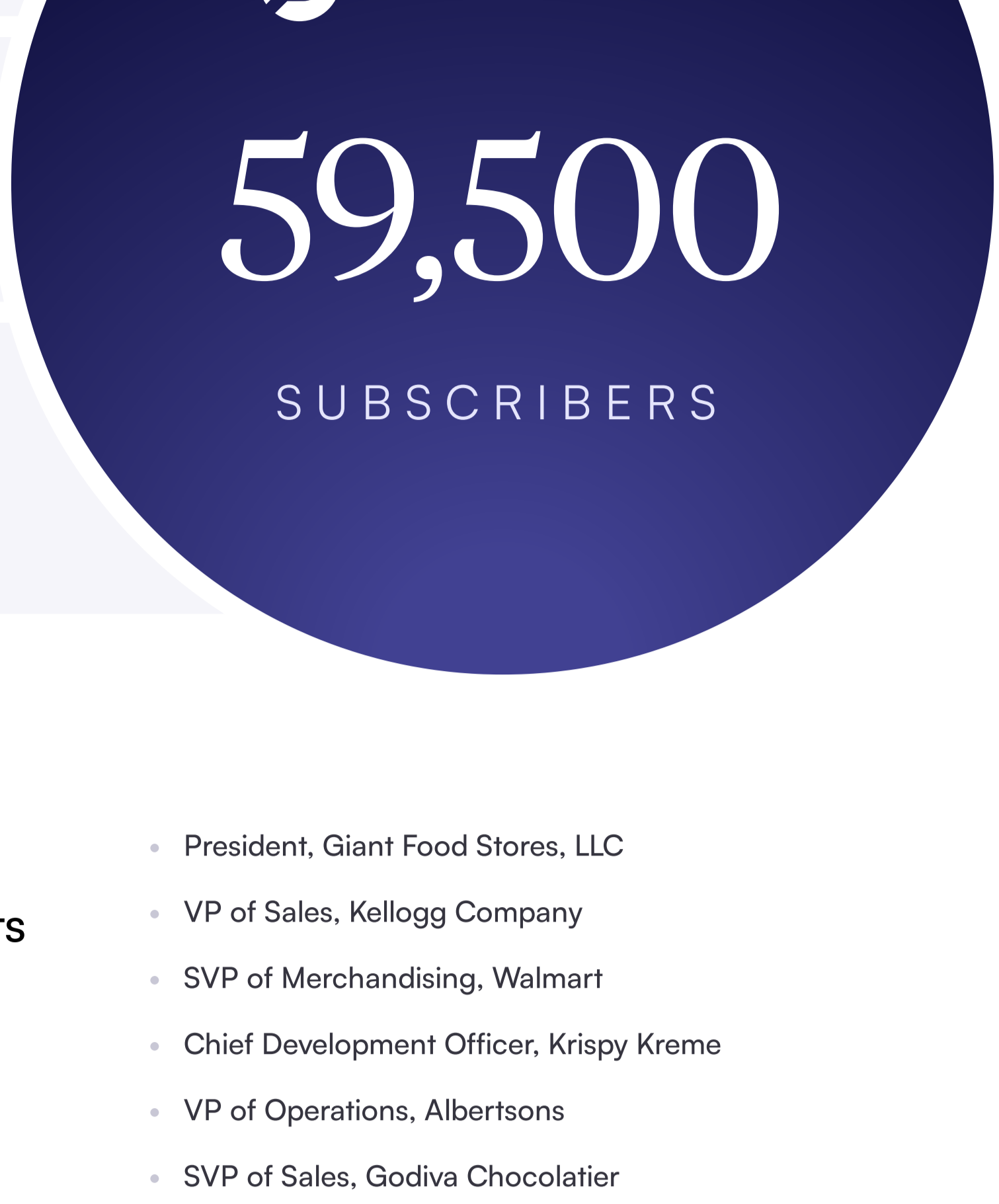


01 Audience

116K
unique monthly visitors

78%
of subscribers are manager-level or above

100%
of Fortune 500 Food & Grocery Wholesalers and Food & Drug Stores read Grocery Dive



You'll find Grocery Dive's news and insights in the inbox of notable subscribers, like:

- President, Giant Food Stores, LLC
- VP of Sales, Kellogg Company
- SVP of Merchandising, Walmart
- Chief Development Officer, Krispy Kreme
- VP of Operations, Albertsons
- SVP of Sales, Godiva Chocolatier
- Executive Marketing Director, Whole Foods Market
- VP of Direct Store Delivery, Target
- VP of Merchandising, Fresh Direct
- VP of Corporate Real Estate, Kroger

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02 Top-performing content

As larger chains explore significant mergers and medium to smaller-scale merchants grapple with evolving consumer demands, the grocery industry is undergoing a year of transition. Throughout it all, the technology landscape presents significant opportunity for grocers — from new store concepts to omnichannel strategies, like mobile apps and in-store digital engagement. Let's take a look at what grocery leaders have been focused on most.

Top 5 topics

- Corporate operations
- Technology
- E-commerce
- Fresh food
- Alternative formats

Top 10 Grocery Dive stories

8 trends that will shape the grocery industry in 2024	Dollar General starts accepting supplemental health benefits
Bristol Farms closing innovation-focused store in Irvine, California	Publix goes bigger and bolder with new store prototype
Giant Eagle to open first automated micro-fulfillment center	Kroger and Albertsons delay merger timeline
Shoppers shift away from traditional grocers, data shows	Instacart to lay off 250 workers, part ways with 3 execs
Aldi debuts automated checkout tech at Chicago-area store	Safeway rolling out receipt-scanning gates at more stores

Keywords resonating right now

- grocery delivery
- mergers & acquisitions
- smart shelves
- omnichannel strategies
- AI analytics
- grocery inflation
- sustainable sourcing
- personalization & loyalty programs

03 Trend analysis

Navigating a highly competitive landscape

- All eyes on the status of the Kroger-Albertsons mega-merger ruling and its potential ripple effects (supply chains, M&A activity, pricing costs for consumers, etc.)
- Pressure for traditional retailers to differentiate with tech, personalization, and new store concepts
- Retail media adoption surges to better harness consumer data and power marketing campaigns

Implementing a next-gen customer experience

- Renewed focus on omnichannel business strategy (launching mobile apps, in-store digital engagement opps, etc.)
- Optimizing the in-store experience (self-checkout, aisle-scanning robots, smart shelves, etc.)
- Using AI for operational analytics, one-to-one personalization, conversational commerce, and delivery of quality content

Behavior and consumer

- Countering economic turmoil with value retailing for consumers (promotions, incentives, private label, etc.)
- Meeting heightened consumer expectations for express delivery from both retailers and delivery services
- Club stores and mass merchants spike in popularity in response to inflation and economic attitudes

Our readers spent nearly 2x as long on these stories than the average story:

- Amazon closes its last Fresh Pickup site
- Retail media adoption in-store grocery experiences in 2024, experts say

Competition abound in grocery's evolution

With the grocery industry navigating a fiercely competitive landscape, executives must understand the market dynamics and adapt strategies accordingly.

studioID tip

A spotlight is shining on the potential impacts of major mergers and acquisitions and shifts in supply chains. Keep grocery execs close to critical developments within these arenas to help them stay competitive — especially when it comes to technology adoption and revamped store concepts.

AI & customer experience

The grocery industry is embracing a future-forward customer experience strategy.

studioID tip

Marked by a renewed focus on omnichannel business approaches and delivering high-tech in-store experiences, grocery executives are leaning on AI-driven personalization to optimize the shopping experience and engage customers inside and outside of the store. Lean into content that both a) proves the success of and b) gives step-by-step guidance for integrating conversational commerce through chatbots, voice assistants, and other LLM-based technologies.

Lean, green, and wallet-friendly

Understanding the intersection of health-conscious, eco-friendly, and budget-aware consumers is essential for grocery retailers in 2024.

studioID tip

The food and beverage industry continues to grapple with growing consumer concerns around health, sustainability, and affordability. Understand these forces and help grocery retailers respond to shifting sentiments in real-time. This audience loves a proof point, so lean into data reports and forecasts to evidence how the tides are turning.

04 Marketing insights

Deliver super marketing to this audience by reflecting the content preferences of over 59,500 Grocery Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

Encourage tech adoption

There is no shortage of choices when it comes to new technology, so leaders must identify what technology to adopt right now — and what can wait.

studioID tip

Help grocery leaders explore ways they can differentiate their brand by leveraging cutting-edge tech solutions. From utilizing aisle-scanning robots to employing smart shelves to deliver dynamic pricing/messaging, grocers are enhancing the in-store experience and driving customer satisfaction with new technology every day. Offer content that explains the "why now" and the "how to" for implementation to help them make critical decisions.

Focus on the benefits of AI

Mass coupon mailings will no longer work for today's tech-savvy consumer who is looking for a personalized shopping experience from their living room to the checkout counter.

studioID tip

Create content that focuses on why grocery executives should prioritize the integration of AI-driven personalization across all channels. Identifying ways AIs can make the purchasing process more interactive and accessible or bringing color to customer data to improve engagement, both online and in-store, will be invaluable to executives as this technology continues to evolve.

Keep them close to competitors

Shoppers are shifting away from traditional grocers, and failing to modernize operations could mean shuttering doors for good.

studioID tip

As competition in the industry only grows more fierce, help grocery execs find their place in the future by keeping them in lockstep with how their competitors are evolving (or failing to). Surface big-picture trends from both major chains and smaller disruptors, covering everything from procurement, to in-store, to back-of-house, to marketing, and beyond.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

