

## Food Retailers

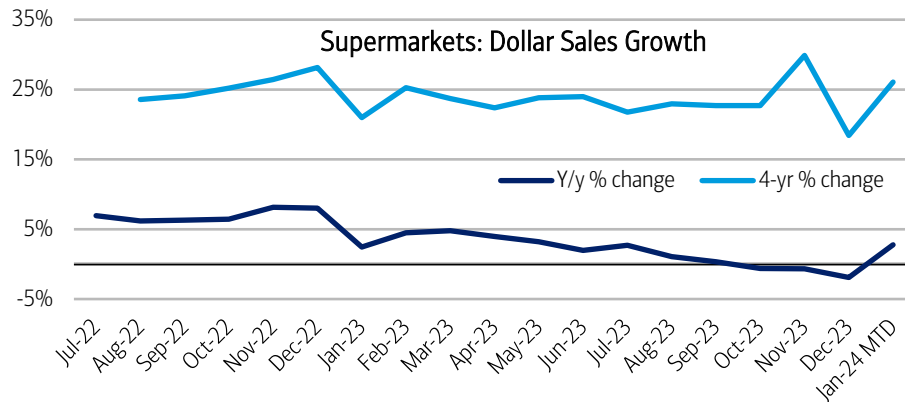
# Nielsen: Grocery sales off to a strong start in January, NYE shift may have helped

Industry Overview

## 1H January Supermarket sales accelerate +470bp vs. Dec.

### Exhibit 1: Conventional Supermarkets monthly dollar sales growth (1 & 4-yr % change)

Supermarket sales were +2.8% y/y in the first 2 weeks of Jan., up +470bp vs. Dec. on easing volume declines. This may partially reflect benefits from New Year's Eve falling in the first week of Jan. this year vs. last week of Dec. last year. 4-yr trends (moving past holiday timing-related volatility in Nov. & Dec.) were strong in 1H Jan. at +26.1% (above the ~low-20s% range seen in prior months)



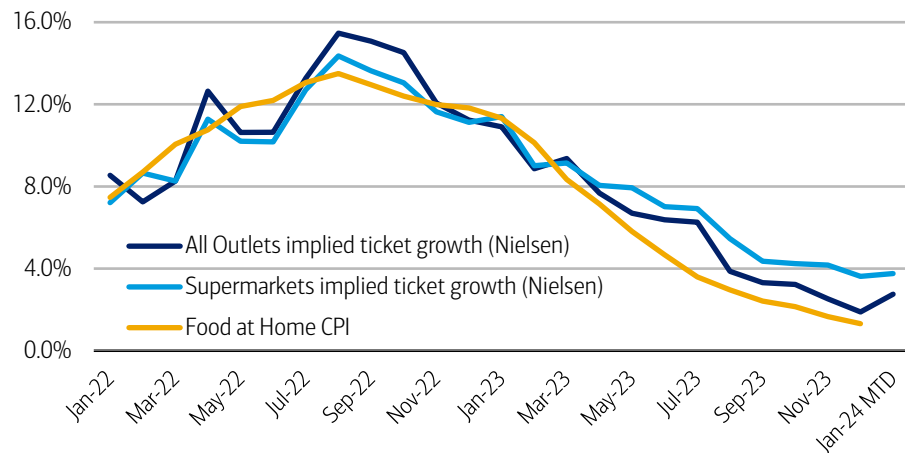
Source: Nielsen, BofA Global Research

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## Implied ticket growth still inflationary; Supermarkets +4%

### Exhibit 2: Nielsen implied ticket growth by channel vs. Food at Home CPI

Implied ticket growth (which has been trending above Food at Home CPI) still inflationary at +3.8% y/y for Supermarkets & +2.8% for AOC., with non-food & non-perishables higher vs. perishables



Source: Nielsen, Bureau of Labor Statistics, BofA Global Research

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## See inside for more on our key highlights

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Timestamp: 23 January 2024 02:01PM EST

23 January 2024

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United States  
Food Retailers

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### Key terms:

**AOC** = All Outlets combined (incl. supermarkets, drug, mass, club, dollar stores & military)

**MTD** = month-to-date

**1H** = first-half

**NYE** = New Years Eve

### Stocks mentioned in this report

**KR** = Kroger

**ACI** = Albertsons

**GO** = Grocery Outlet

**WMT** = Walmart

**COST** = Costco

**BJ** = BJ's Wholesale

## Key Highlights

- Supermarket sales off to a strong start in January:** Total store y/y sales growth in 1H January was +2.8% y/y for Supermarkets (positive y/y for the first time since Sep.) & +3.2% y/y for the AOC channel (positive for first time since Nov.). This was a +470bp acceleration vs. Dec. for Supermarkets & +370bp for the AOC channel. We note that first week of Jan. y/y trends may have benefitted from the inclusion of New Year's Eve (which fell in the last week of Dec. last year) – though trends were still relatively strong in the second week of Jan. – see Exhibit 18. AOC outperformance (+50bp) cont'd to reflect stronger volume trends vs. Supermarkets – with AOC volume inflecting positively in 1H Jan. for the first time in ~2 years – partially offset by lower ticket inflation. Volume continues to track negatively for Supermarkets (despite improving meaningfully vs. Dec.) both y/y & on a 4-year basis.
- Ticket inflation tracking +3-4%:** with Supermarkets +3.8% y/y & AOC +2.8% in 1H Jan. (+10bp & +90bp vs. Dec., respectively) compared to highs of 14-15% in Aug. 2022. Inflation continues to track higher in non-perishables vs. perishables (Exhibit 14). We see slowing same-stores sales for grocers as food inflation continues to ease (see our latest [CPI/PPI update](#)). We think shoppers will continue to favor value & variety (incl. in price points & private label) as consumers are still adjusting to grocery prices that are up 25%+ vs. pre-pandemic.

### Exhibit 3: Total Store Sales Trends by Channel – Y/y % Change

Y/y sales growth in 1H Jan. accelerated meaningfully vs. December & inflected positively in both channels driven largely by improving volume trends (with AOC volume inflecting positively for the first time in ~2-yrs)

#### All Outlets Combined

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-MTD
Dollar Sales	3.9%	2.6%	1.5%	0.7%	0.6%	-0.5%	3.2%
Volume	-2.4%	-1.3%	-1.8%	-2.6%	-1.9%	-2.3%	0.5%
Implied Ticket	6.3%	3.9%	3.3%	3.2%	2.5%	1.9%	2.8%

#### Conventional Supermarkets

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-MTD
Dollar Sales	2.7%	1.1%	0.3%	-0.6%	-0.7%	-1.9%	2.8%
Volume	-4.2%	-4.4%	-4.0%	-4.9%	-4.8%	-5.5%	-1.0%
Implied Ticket	6.9%	5.5%	4.4%	4.2%	4.2%	3.6%	3.8%

Source: Nielsen, BofA Global Research

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### Exhibit 4: Total Store Sales Trends by Channel – 4-Year % Change

4-year sales growth for AOC continues outperforming Supermarkets helped by less negative volume trends. Note: Dec. 4-year trends reflect Thanksgiving on 11/23 in 2023 vs. 11/28 (in first week of Dec.) in 2019

#### All Outlets Combined

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-MTD
Dollar Sales	26.6%	28.0%	27.7%	28.1%	32.4%	23.5%	29.3%
Volume	-5.0%	-5.8%	-5.2%	-4.6%	-3.2%	-4.4%	-4.5%
Implied Ticket	31.6%	33.7%	32.9%	32.8%	35.6%	27.9%	33.8%

#### Conventional Supermarkets

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-MTD
Dollar Sales	21.8%	22.9%	22.7%	22.7%	29.9%	18.4%	26.1%
Volume	-11.5%	-11.8%	-11.1%	-11.4%	-7.5%	-12.4%	-9.3%
Implied Ticket	33.3%	34.8%	33.8%	34.1%	37.4%	30.9%	35.3%

Source: Nielsen, BofA Global Research

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- Supermarket promos still below pre-COVID levels:** Promos in January were +6.1% y/y for Supermarkets & +5.0% y/y for AOC. This marks the 17th straight month of higher y/y promos in contrast to negative trends we had seen in early 2022 likely reflecting cost pressure/availability challenges (after higher/normalizing y/y promos in 2021). While promos remain below pre-COVID levels (with 4-year promos tracking -6.2% for Supermarkets & -6.1% for AOC in 1H January), we see potential for promotional activity to increase further as food inflation continues to wane.

**Exhibit 5: All Outlets Combined Total Store Promo Trends**AOC promos up y/y for 17<sup>th</sup> straight month, but still below pre-COVID

	<b>Jul-23</b>	<b>Aug-23</b>	<b>Sep-23</b>	<b>Oct-23</b>	<b>Nov-23</b>	<b>Dec-23</b>	<b>Jan-24 MTD</b>
Promo % sales	27.9%	28.1%	28.3%	27.8%	30.5%	29.4%	28.2%
y/y % chg.	4.5%	8.3%	5.3%	3.0%	3.6%	4.8%	5.0%
4-yr % chg.	-6.5%	-6.2%	-6.5%	-3.2%	-0.2%	-6.7%	-6.1%

Source: Nielsen, BofA Global Research

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**Exhibit 6: Conventional Supermarkets Total Store Promo Trends**Supermarket promos up y/y for 17<sup>th</sup> month, but still below pre-COVID

	<b>Jul-23</b>	<b>Aug-23</b>	<b>Sep-23</b>	<b>Oct-23</b>	<b>Nov-23</b>	<b>Dec-23</b>	<b>Jan-24 MTD</b>
Promo % sales	33.8%	32.9%	32.8%	32.9%	35.3%	34.3%	32.5%
y/y % chg.	9.3%	8.5%	6.2%	5.2%	4.7%	6.8%	6.1%
4-yr % chg.	-4.6%	-5.9%	-6.2%	-5.4%	-1.4%	-5.9%	-6.2%

Source: Nielsen, BofA Global Research

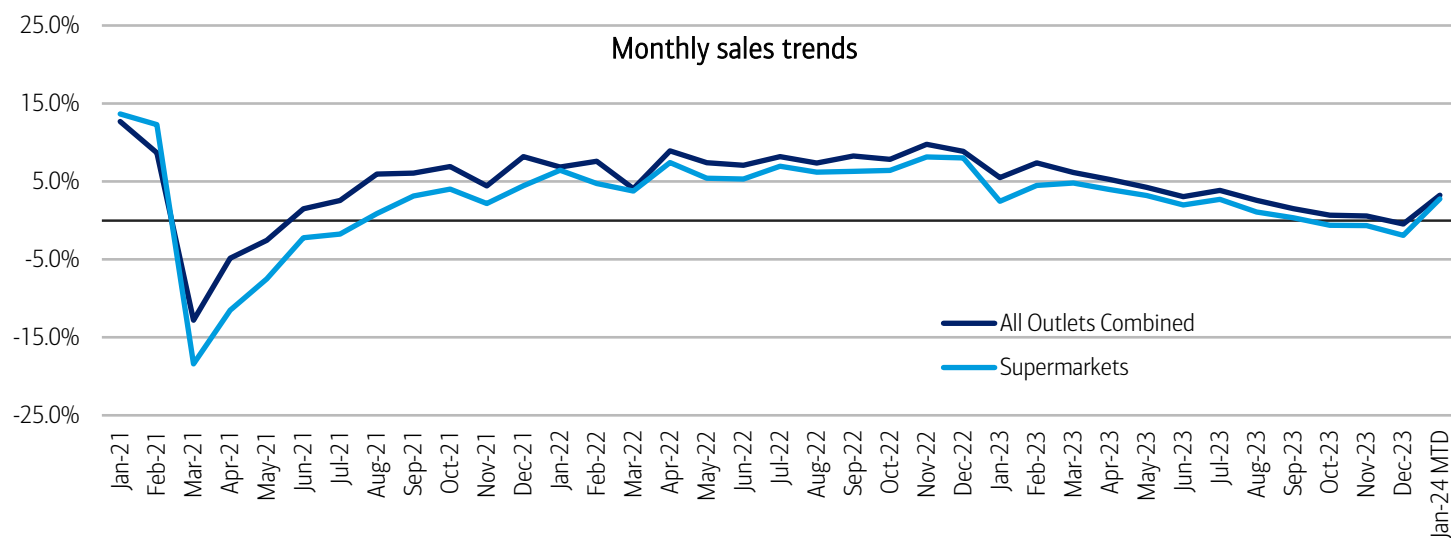
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## Nielsen: Conventional Supermarkets vs. All Outlets: Monthly Trends

### Exhibit 7: Conventional Supermarkets vs. All Outlets Combined (incl. drug & mass) total store monthly \$ sales y/y % change

Grocery sales in January accelerated +470bp vs. December for Conventional Supermarkets (to +2.8% y/y) & +370bp for the AOC channel (to +3.2% y/y)

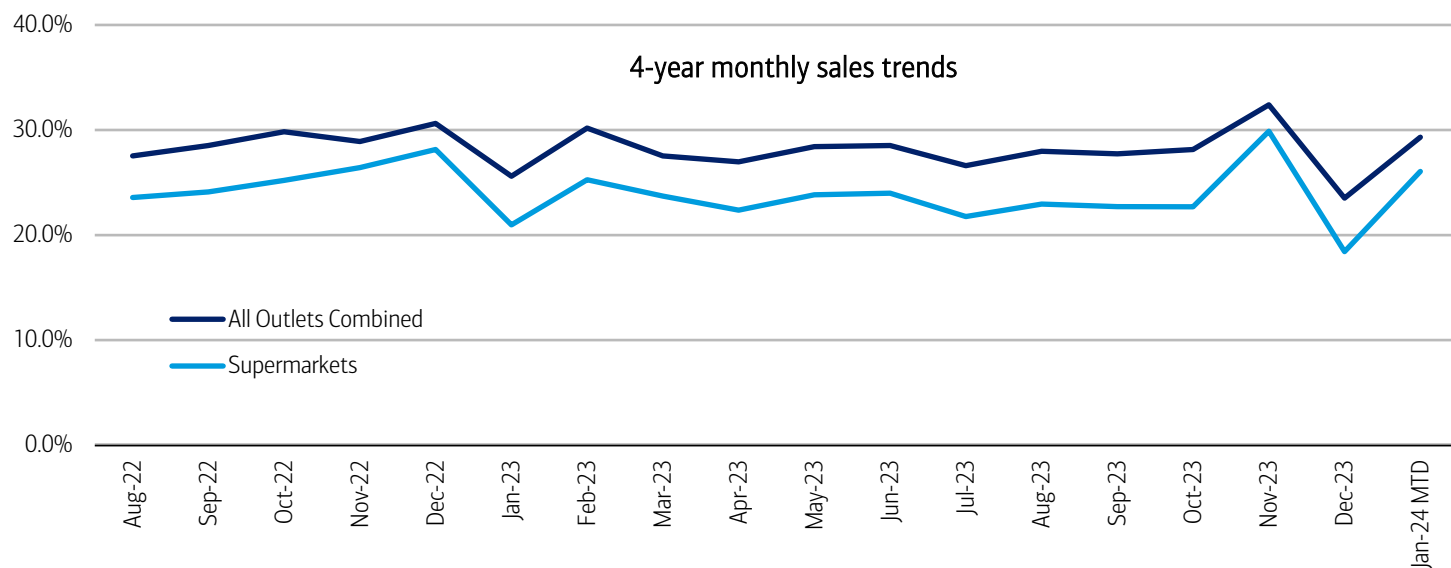


Source: Nielsen, BofA Global Research

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### Exhibit 8: Conventional supermarket vs. All Outlets (incl. mass and drug) total store monthly 4-year % sales growth

Moving past volatility related to holiday timing in November & December, 4-year sales growth was strong at +26.1% for Conventional Supermarkets & +29.3% for All Outlets Combined

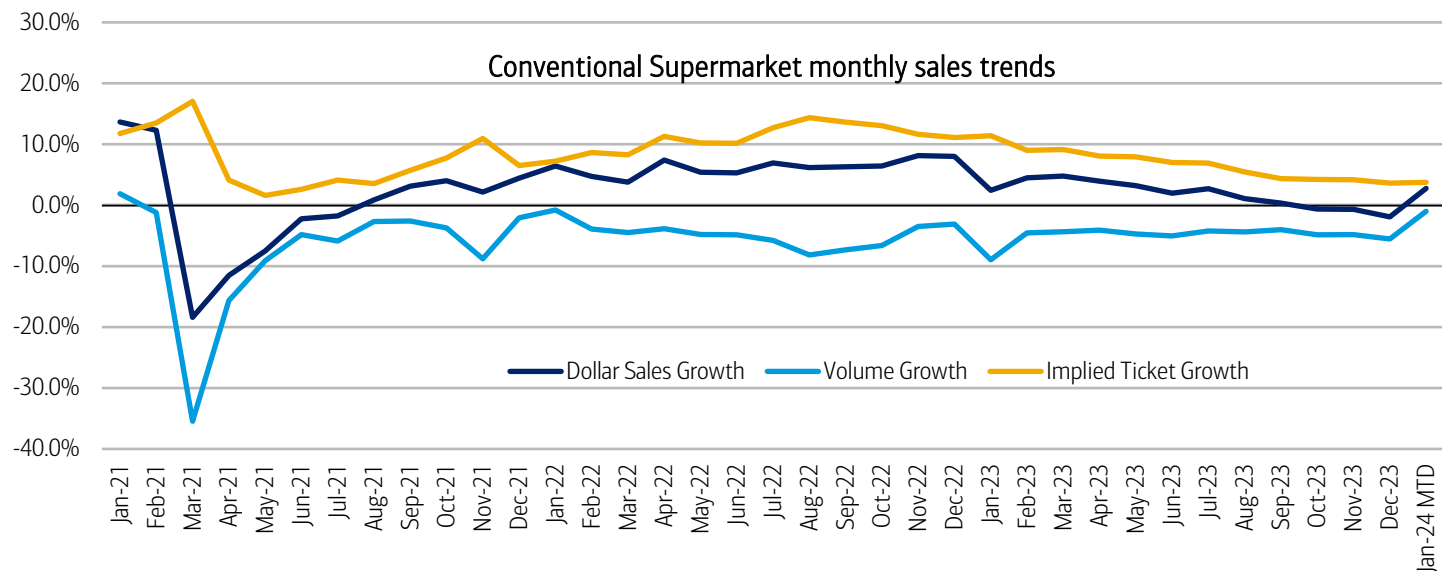


Source: Nielsen, BofA Global Research

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**Exhibit 9: Conventional supermarkets total store sales monthly y/y % change**

Supermarket sales were +2.8% y/y in 1H January, up +470bp vs. December largely on easing volume declines while implied ticket growth accelerated +10bp

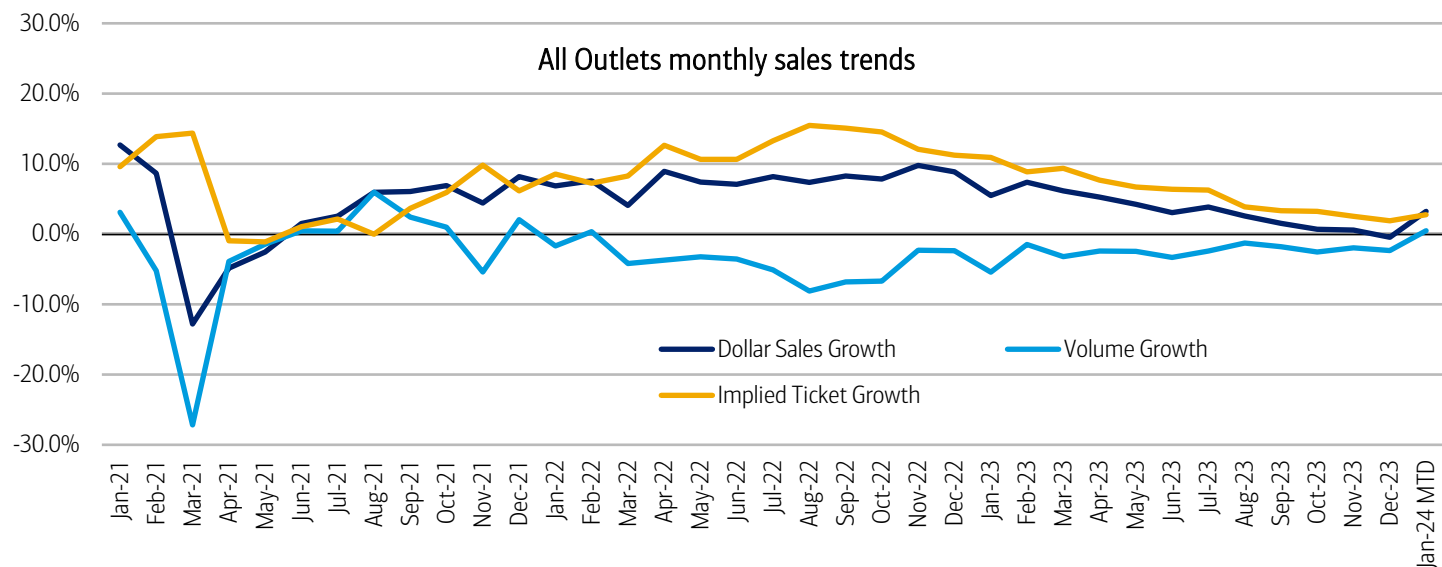


Source: Nielsen, BofA Global Research

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**Exhibit 10: All Outlets Combined (incl. drug & mass) total store sales monthly y/y % change**

AOC sales were +3.2% y/y in 1H January, up +370bp vs. December largely on improving volume trends (which inflected positively for the first time in ~2 years) while ticket growth also accelerated (+90bp)



Source: Nielsen, BofA Global Research

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## Conventional Supermarkets vs. All Outlets: Category momentum

### Exhibit 11: All Outlets Combined Y/y Sales Trends by Category

AOC sales growth accelerated across categories in 1H Jan. Sales growth remains strongest for non-perishables helped by higher ticket growth

	Oct-23	Nov-23	Dec-23	Jan-24 MTD
<b>Perishables</b>				
Dollar Sales Growth	-0.6%	-0.5%	-1.7%	2.0%
Volume Growth	-0.9%	-0.2%	-1.2%	3.4%
Implied Ticket Growth	0.3%	-0.3%	-0.5%	-1.4%
<b>Non-Perishables</b>				
Dollar Sales Growth	1.3%	1.5%	0.1%	4.5%
Volume Growth	-1.9%	-1.9%	-3.1%	0.3%
Implied Ticket Growth	3.2%	3.4%	3.2%	4.2%
<b>Non-Food</b>				
Dollar Sales Growth	1.0%	0.3%	0.0%	2.7%
Volume Growth	-2.8%	-2.1%	-2.3%	0.3%
Implied Ticket Growth	3.8%	2.4%	2.3%	2.5%

Source: Nielsen, BofA Global Research

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### Exhibit 12: Supermarkets Y/y Sales Trends by Category

Supermarket sales growth accelerated across categories in 1H Jan. Sales growth was stronger for non-perishables & non-food vs. perishables

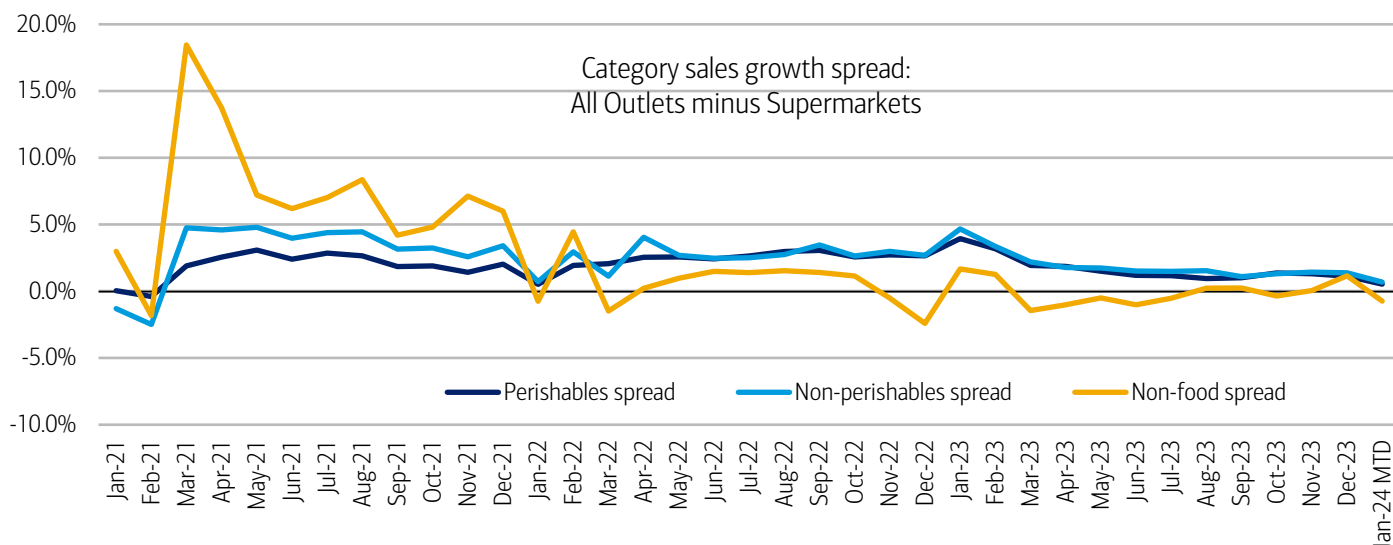
	Oct-23	Nov-23	Dec-23	Jan-24 MTD
<b>Perishables</b>				
Dollar Sales Growth	-2.0%	-1.8%	-2.9%	1.4%
Volume Growth	-3.4%	-2.9%	-3.7%	1.3%
Implied Ticket Growth	1.5%	1.1%	0.9%	0.1%
<b>Non-Perishables</b>				
Dollar Sales Growth	0.0%	0.1%	-1.3%	3.8%
Volume Growth	-3.1%	-3.2%	-4.1%	0.4%
Implied Ticket Growth	3.1%	3.3%	2.8%	3.4%
<b>Non-Food</b>				
Dollar Sales Growth	1.4%	0.2%	-1.1%	3.5%
Volume Growth	-5.9%	-6.0%	-6.5%	-2.0%
Implied Ticket Growth	7.3%	6.2%	5.4%	5.5%

Source: Nielsen, BofA Global Research

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### Exhibit 13: All Outlets Combined minus Conventional Supermarkets dollar sales monthly y/y % change by category

AOC sales continued outperforming Supermarkets in perishables & non-perishables in 1H January, while Supermarkets outperformed in non-food

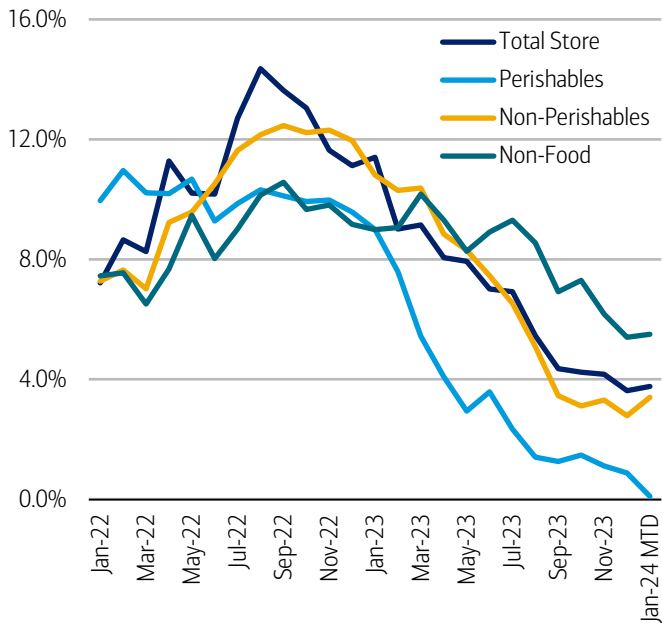


Source: Nielsen, BofA Global Research

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#### Exhibit 14: Conventional Supermarkets Implied Ticket Growth by Category

Implied ticket growth for Supermarkets (+3.8% in 1H January) tracking highest in non-food, lowest in perishables

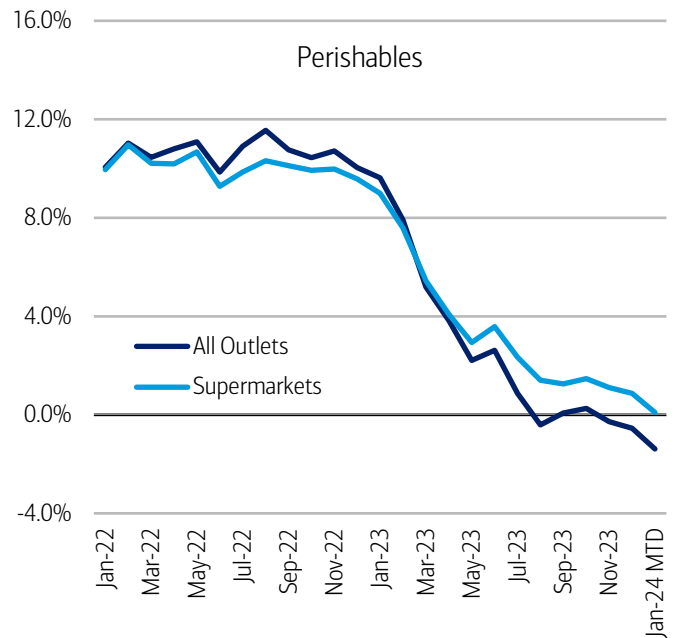


Source: Nielsen, BofA Global Research

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#### Exhibit 15: Perishables Implied Ticket Growth by Channel

Perishables implied ticket growth tracking higher for Supermarkets vs. All Outlets

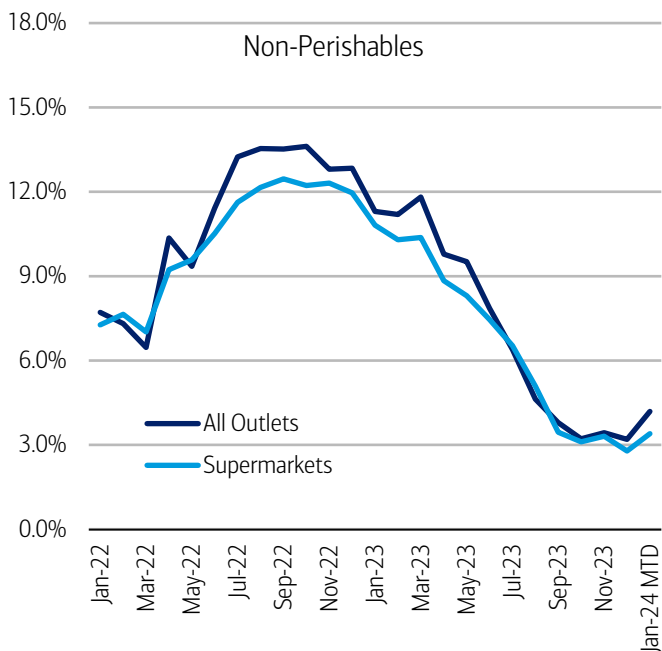


Source: Nielsen, BofA Global Research

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#### Exhibit 16: Non-Perishables Implied Ticket Growth by Channel

Non-perishables implied ticket growth tracking higher for All Outlets vs. Supermarkets

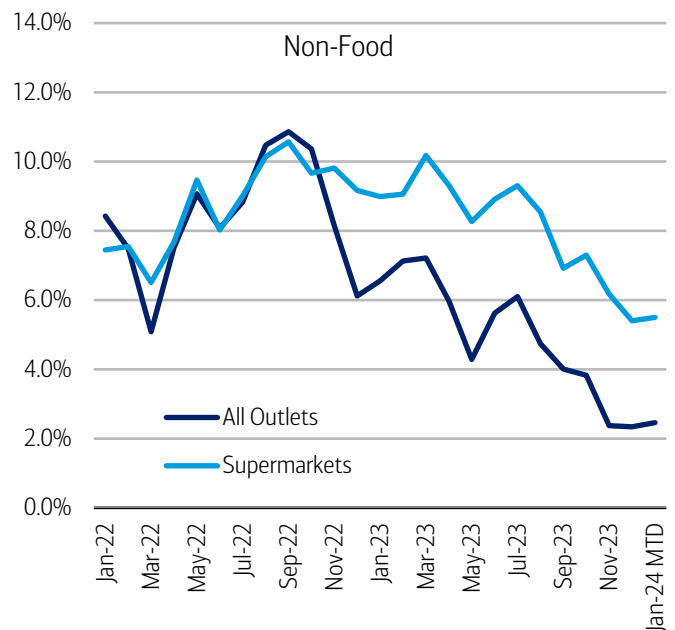


Source: Nielsen, BofA Global Research

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#### Exhibit 17: Non-Food Implied Ticket Growth by Channel

Non-food implied ticket growth tracking significantly higher for Supermarkets vs. All Outlets



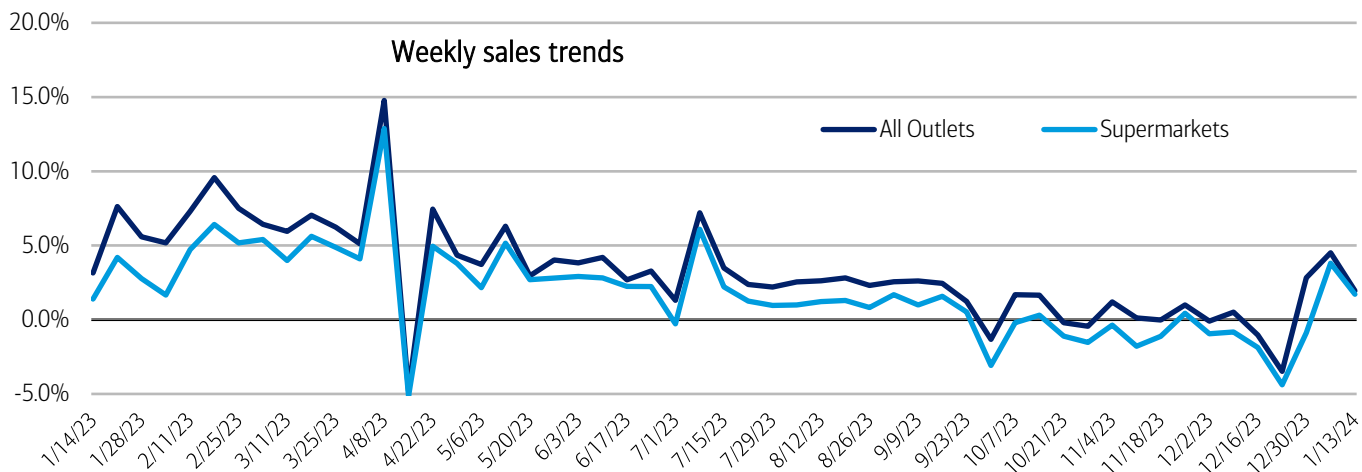
Source: Nielsen, BofA Global Research

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## Conventional Supermarkets vs. All Outlets: Weekly Trends

### Exhibit 18: Conventional supermarket vs. All Outlets (incl. mass and drug) total store weekly y/y % sales growth

Sales growth for both Supermarkets and the AOC channel were positive y/y in the first 2 weeks of January. We note that the first week of January may have benefitted from the inclusion of New Year's Eve (which was included in the last week of December last year)

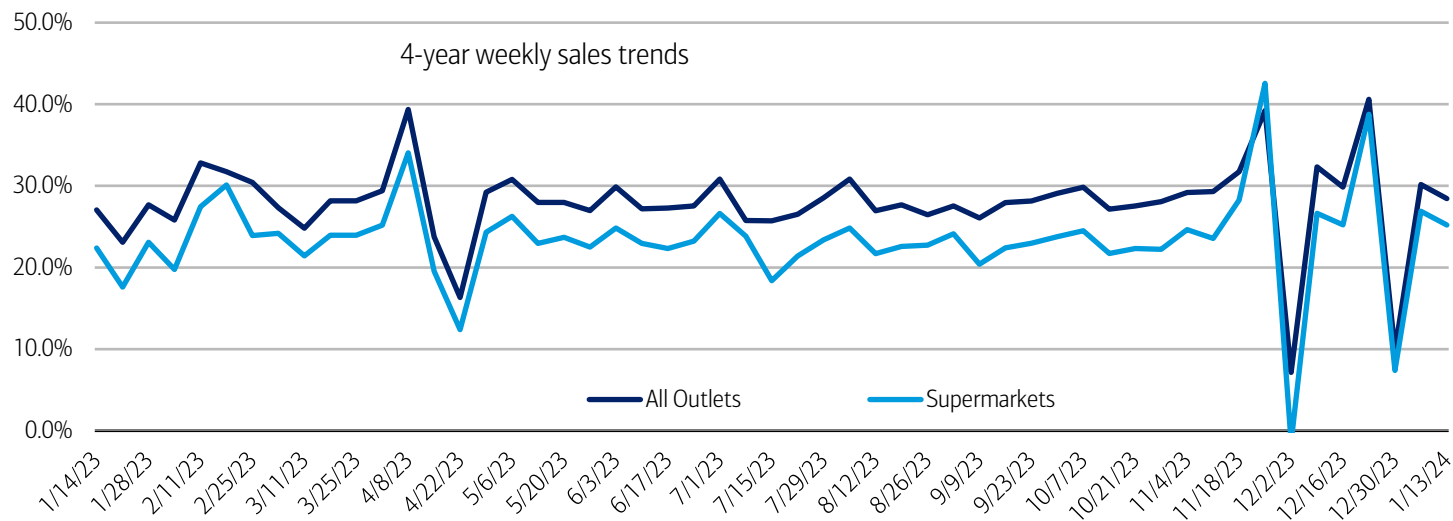


Source: Nielsen, BofA Global Research

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### Exhibit 19: Conventional supermarket vs. All Outlets (incl. mass and drug) total store weekly 4-year % sales growth

Moving past volatility related to holiday timing in November & December, 4-year sales growth was strong for both channels in the first 2 weeks of January



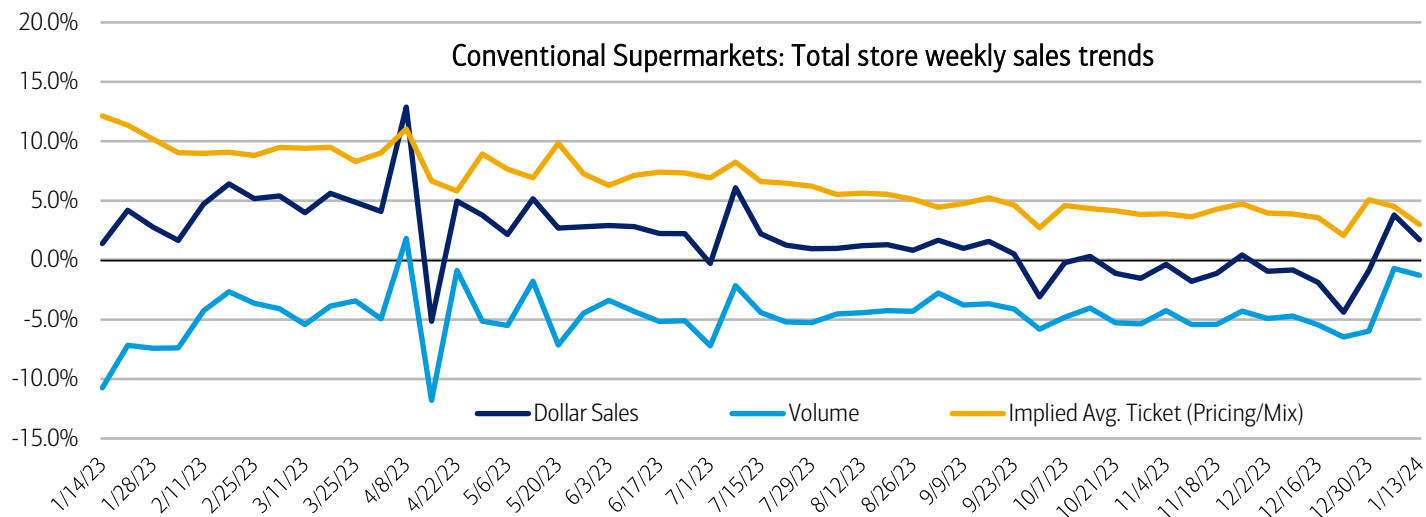
Source: Nielsen, BofA Global Research

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**Exhibit 20: Conventional Supermarket total store sales weekly y/y % change**

Supermarket sales trends continue to reflect higher y/y ticket growth while volume remains negative

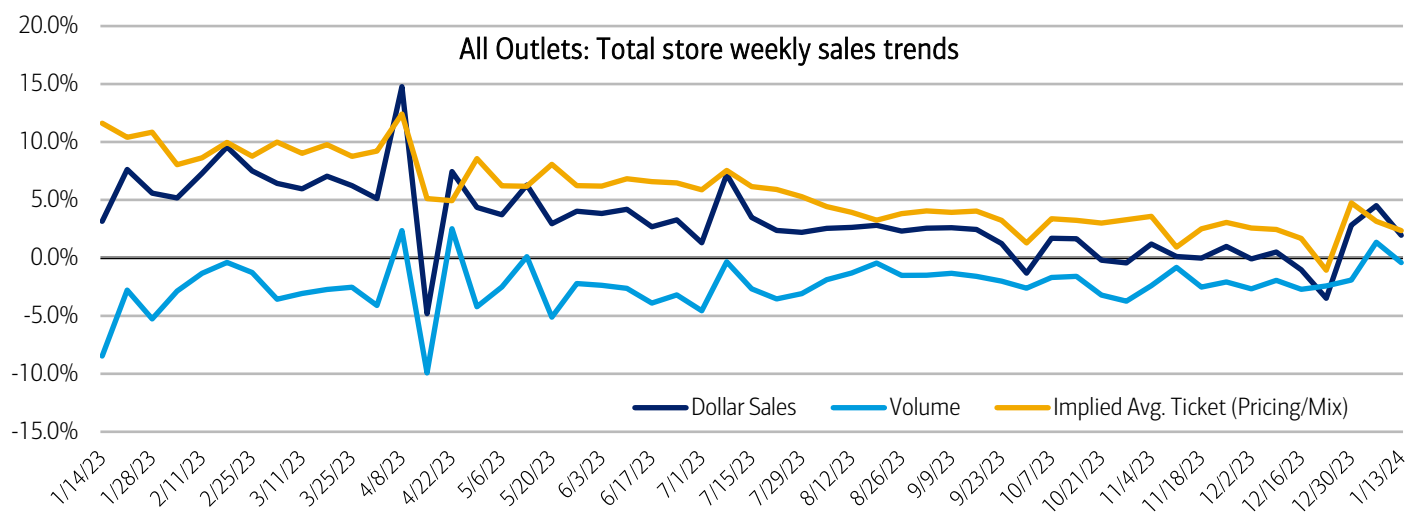


Source: Nielsen, BofA Global Research

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**Exhibit 21: All Outlets Combined (incl. drug & mass) total store sales weekly y/y % change**

AOC sales trends continue to reflect higher y/y ticket growth (excl. 4<sup>th</sup> in week of December). Negative volume trends saw a positive inflection in the first week of January that moderated to slightly down/flattish (-0.4%) in the second week of Jan.



Source: Nielsen, BofA Global Research

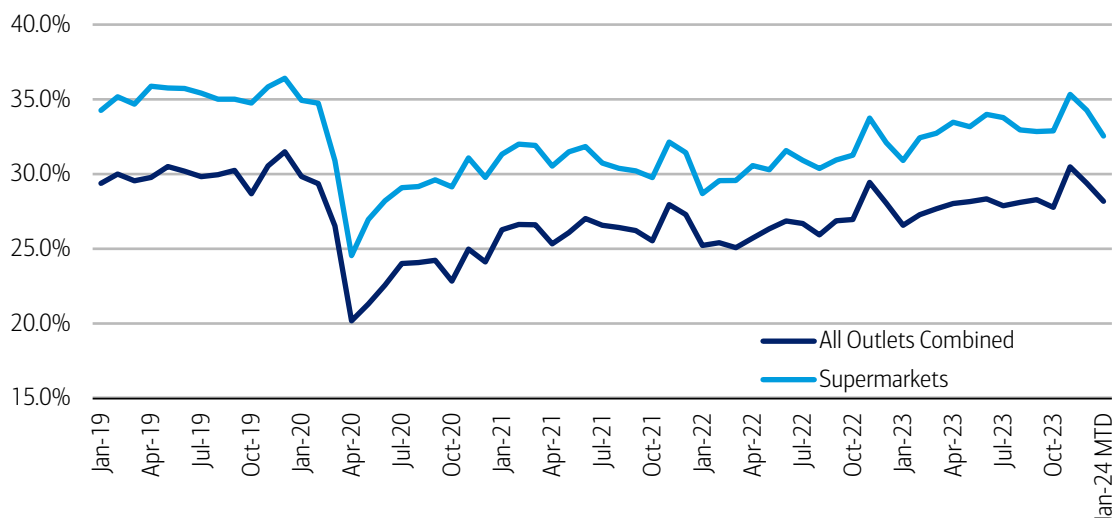
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## Promotional Trends

Promotions were +6.1% y/y for Supermarkets & +5.0% y/y for AOC in January. For both channels, this marks the 17th straight month of higher y/y promos in contrast to negative trends we observed in the first ~half of 2022 likely reflecting cost pressure/availability challenges (after higher/normalizing y/y promos in 2021). However, promotions remain below pre-COVID levels in both channels (with promos on a 4-year basis tracking -6.2% for Supermarkets & -6.1% for AOC in the first half of January).

### Exhibit 22: Supermarkets vs. All Outlets (incl. drug & mass) total store monthly % of sales on promotion

Excluding volatility related to holiday timing in November & December, promotions still tracking below avg. levels of ~35% for supermarkets & ~30% for AOC in a normalized (pre-pandemic) environment

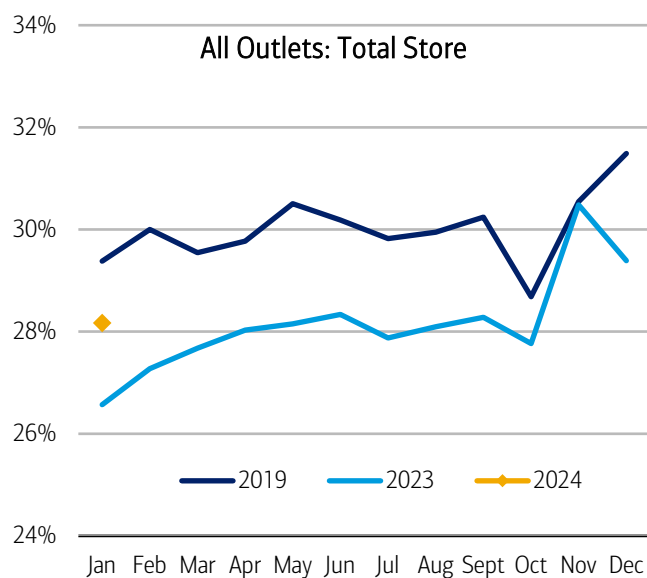


Source: Nielsen, BofA Global Research

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### Exhibit 23: AOC total store monthly % of sales on promotion

AOC promos up vs. last year, but down vs. 2019

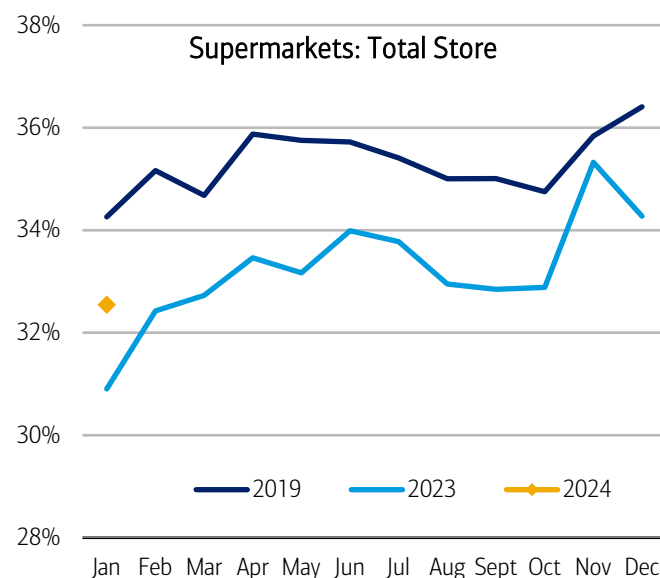


Source: Nielsen, BofA Global Research

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### Exhibit 24: Supermarkets total store monthly % of sales on promo

Supermarket promos up vs. last year, but below 2019

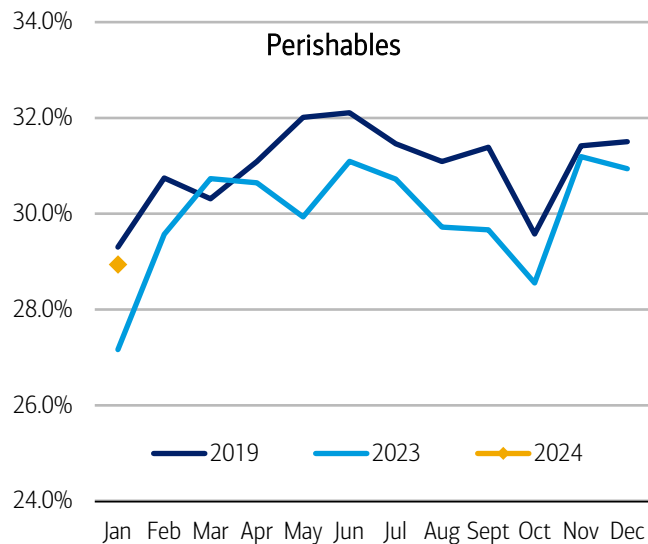


Source: Nielsen, BofA Global Research

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**Exhibit 25: AOC perishables monthly % of sales on promotion**

Perishable promos up vs. last year, slightly down vs. 2019

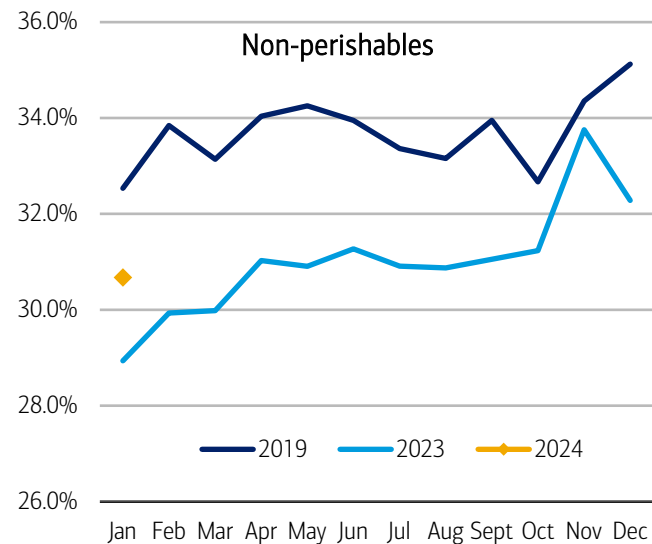


Source: Nielsen, BofA Global Research

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**Exhibit 26: AOC non-perishables monthly % of sales on promotion**

Non-perishable promos up vs. last year, but below 2019

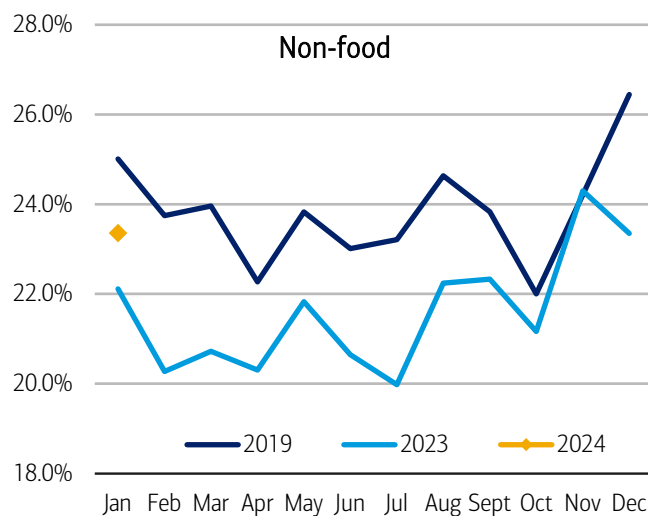


Source: Nielsen, BofA Global Research

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**Exhibit 27: AOC non-food monthly % of sales on promotion**

Non-food promos up vs. last year, down vs. 2019

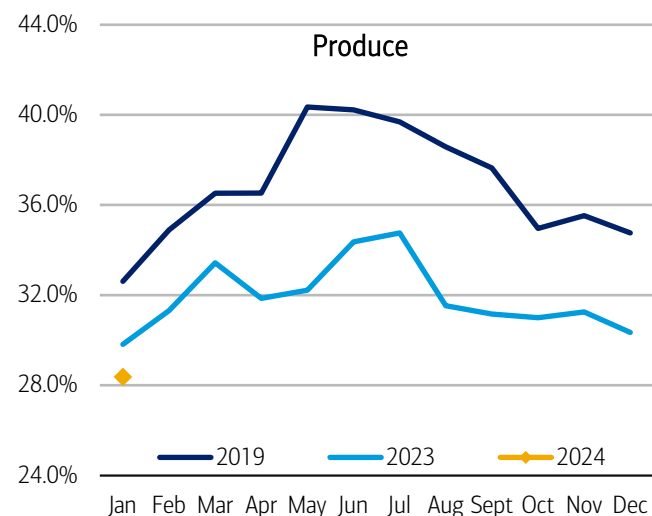


Source: Nielsen, BofA Global Research

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**Exhibit 28: AOC produce monthly % of sales on promotion**

Produce promos down vs. levels last year &amp; in 2019

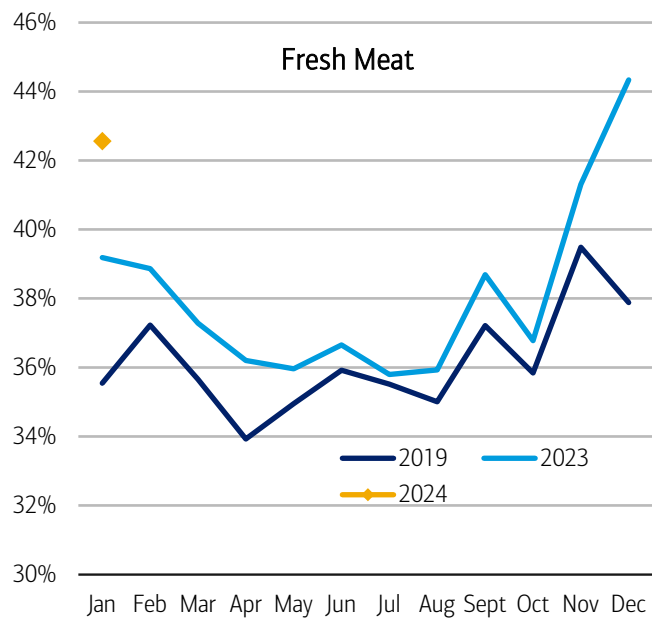


Source: Nielsen, BofA Global Research

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**Exhibit 29: AOC fresh meat monthly % of sales on promotion**

Meat promos well above levels last year &amp; in 2019

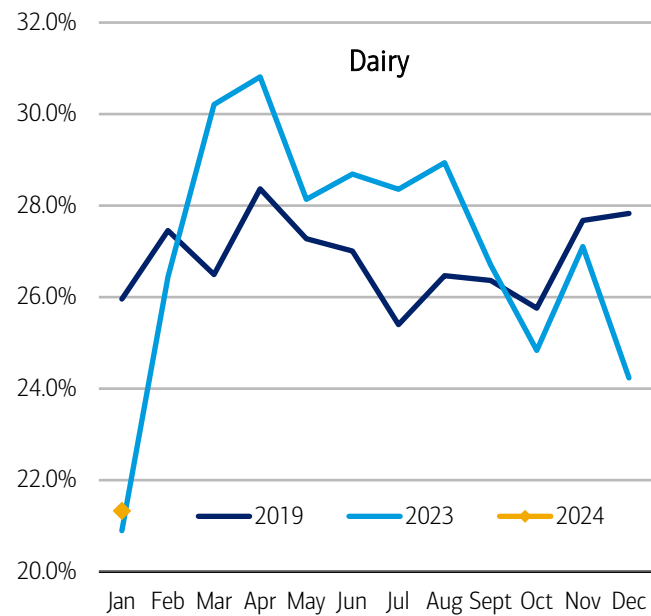


Source: Nielsen, BofA Global Research

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**Exhibit 30: AOC dairy monthly % of sales on promotion**

Dairy promos slightly up vs. last year, well below 2019



Source: Nielsen, BofA Global Research

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