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Les influences qui modèlent l'environnement alimentaire intérieur des commerces d'alimentation

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Influences et facteurs « de fonds »

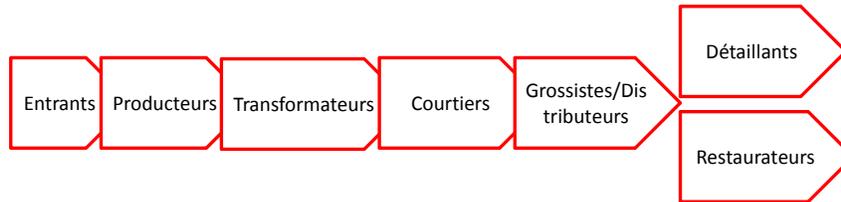
1. La compétition
 - Le « channel blurring »
 - La technologie
2. Le consommateur
 - Démographie, gourmetisation, personnalisation, explosion des styles de vie et modes de consommation

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Le système agro-alimentaire



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La bataille pour votre dollar alimentaire



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La répartition du dollar alimentaire

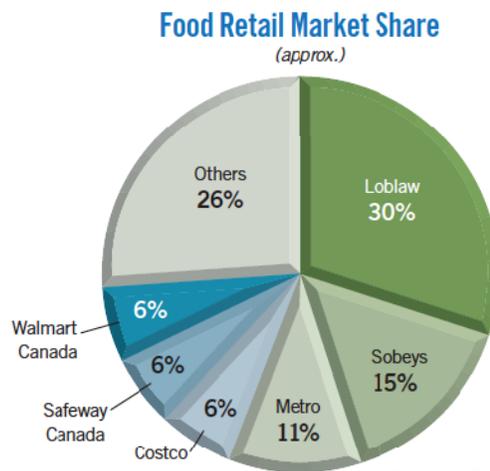


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3 « Grands » se partagent > 60% du marché



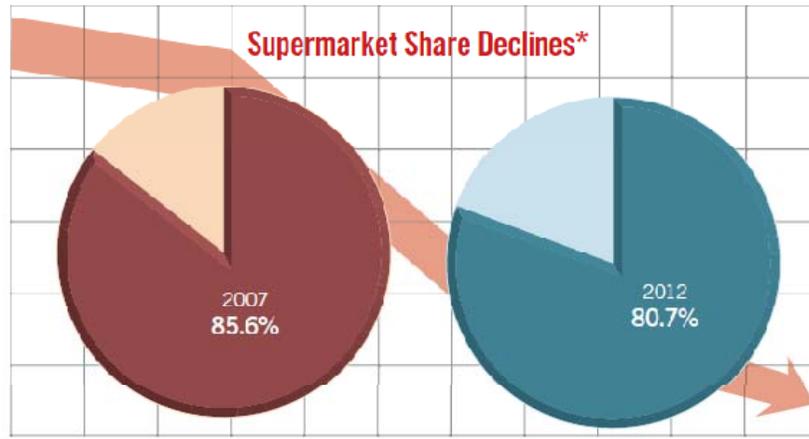
Source : Supermarket News, 2013

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La part du dollar alimentaire des supermarchés diminue



SOURCE: Retail consultant Ed Strapagiel

* as % of food retail dollar sales

Tel que rapporté par Supermarket News

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thestar.com

A week of groceries from the Dollar Store?

Star reporter Tony Wong goes on a recession diet by eating food exclusively from Dollarama for seven days.



PROGRESSIVE
GROCER

Dollar Store Traffic Up 14% Despite Brick-and-mortar Decline

September 25, 2014, 12:35 pm By Kyle Shamorian, Stagnito Business Information

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Nouvelles formes de compétition



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Le « grocerant » = L'épicerie-resto



**WHOLE
FOODS**
MARKET

"Turning Supermarkets into Restaurants"
New York Times, 8/28/05

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FOOD BUSINESS NEWS

Kraft Foods: The center of the store is still important

9/4/2014 - by Monica Watrous



Kraft has a strong presence in the center of the store, with a portfolio that includes nuts, coffee, salad dressings and boxed dinners.

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CANADIAN GROCER

Global private-label market share to double by 2025

By Rob Gertsbeck | March 28, 2011

Half of sales at the world's food retailers will come from private label products by the year 2025—up from 25% now.

That's according to a new report from Rabobank, a Dutch financial institution that specializes in food and agriculture.

Rabobank expects the future of national brands will increasingly be one of have and have-nots. Specifically, A-brands will remain on store shelves, anchoring price levels for a category and offering shoppers the familiar names they trust.

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AdAge

Packaged-Goods Marketers Wade Warily Into E-commerce

Big Brands Stymied by Executional Strategies in a World Where Online Retailers Control the Consumer Relationship

By [E.J. Schultz](#). Published on September 16, 2014.



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Loblaw launches click and collect service

New website lets shoppers order from 20,000 items for five bucks

By Canadian Grocer staff | October 24, 2014

Loblaw's long-awaited click-and-collect online ordering program is finally underway.

The supermarket giant launched the service on Friday at a single store in the Toronto suburb of Richmond Hill, with two more stores to add it in coming weeks.

READ: When supermarket shoppers pick up



Loblaw's click-and-collect service includes a website, shop.loblaws.ca, where customers can order groceries, then pick them up at a drive-through (pictured) at the Richmond Hill store, located on High Tech Road.



- Micro personalisation
- Le sans-friction
- Le magasin-transformer
- Hyper-showrooming

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Qu'en est-il du consommateur ?

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« Il faut éduquer le consommateur »



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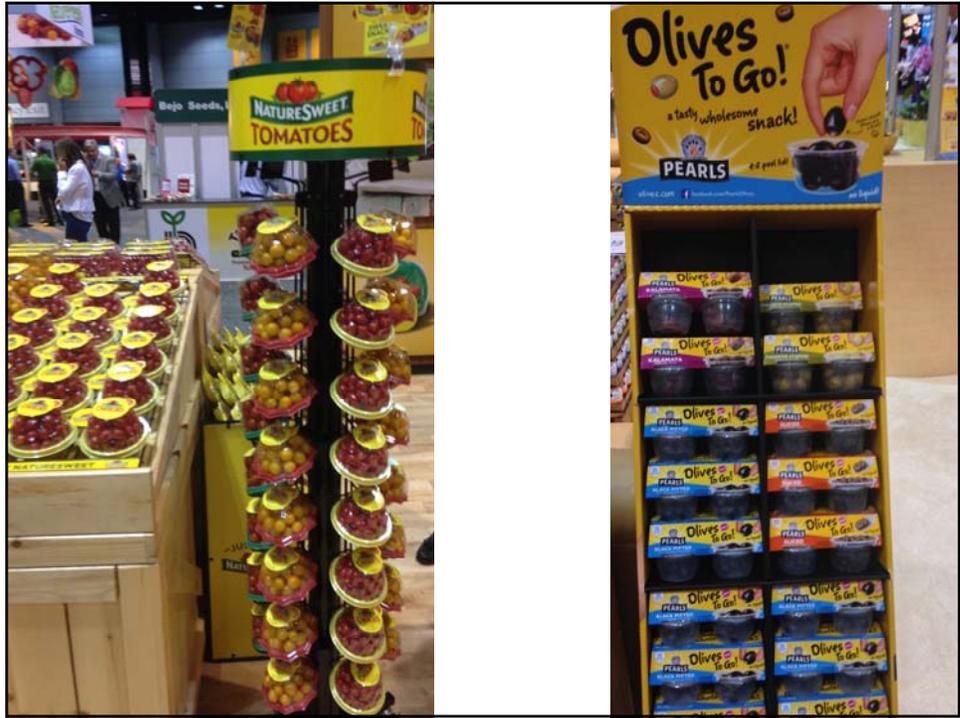
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A Carrot Company Is Using Junk Food-Style Marketing To Change The Way Kids Eat

With a pack of carrots flavored like chips and pureed fruit tubes wrapped in colorful packaging, this is not your average healthy eating campaign.





MediaPost NEWS

MarketingDaily

Home > Marketing Daily > Friday, Aug 9, 2013

Fresh Revolution: Can Supermarkets Make A Comeback?

by Sarah Mahoney, Aug 8, 2013, 4:07 PM

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There's no denying that to many Americans, supermarkets are a bland and boring necessity. Sure, they're convenient. But the way they've been bleeding market share for so long to other channels -- including drug, dollar, convenience, club, limited-assortment, discount and specialty stores, not to mention online retailers -- shows they just don't generate loyalty.

A beefy new report from Hartman Strategy, a division of the Bellevue, Wash.-based Hartman Group, delves into how some supermarkets are becoming super again, while most are becoming increasingly irrelevant.

The best strategy, James F. Richardson, SVP of Hartman Strategy, which focuses solely on the food and beverage sector, tells Marketing Daily, is that supermarkets need to "focus on delivering great fresh food, which is driving the majority of shopping trips."

Too many chains, he explains, act as if consumers are driven by the same pantry-stocking behaviors they were a decade ago. Hartman reports only 31% of dinners typically involve cooking from scratch. Instead, shoppers come to supermarkets to fuel their "what's for dinner tonight?" needs: Almost 31% of immediate-consumption eating occasions involved an item purchased at a grocery store.

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TAGS

research, retail, strategy, supermarket

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**LE PRÊT À PARTAGER
GASTRONOMIQUE!**

Les produits du Grand Chef Jérôme Ferrer sont maintenant
disponibles en épicerie à travers le Québec. Des plats prêt-à-manger
dignes d'un grand restaurant!

Produits locaux
Saveurs du terroir
&
Aucun agent
de conservation!

Disponible dans tous les **IGA** du Québec

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FEATURED INNOVATIONS: SACRIFICING FOR THE SELF

Tesco

UK supermarket removes checkout candy

In May 2014, [Tesco](#) announced that it would remove candy from its checkouts by the end of December 2014. The policy will apply to all of its stores, and aims to help customers choose more healthy options. The UK supermarket's research showed that 65% of shoppers felt that moving candy to elsewhere with the store would encourage them to be more healthy.

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