

The Center Store:

Why is Cross-Channel Shopping Eroding Center-Store Sales

Dakota Worldwide is conducting a new study on the migration of Center-Store sales in today's retail environment. The customer who used to buy traditional grocery and pharmacy Center-Store products is now migrating to other stores, in the phenomenon known as Cross-Channel Shopping.

Packaged Foods



This report examines what has motivated shoppers away from the traditional center-store aisles into mass merchandising stores such as Wal-Mart, Kmart, etc...

Why are mass merchants attracting new customers away from traditional stores every day? Why are customers cross-channel shopping more frequently? Why are shoppers less loyal these days?

Health & Beauty



To answer these and other questions, Dakota Worldwide is studying customer impressions, motivations and behavior concerning migration to non-traditional stores. Surviving alternative shopping formats is a challenge facing retailers and wholesalers throughout the industry.

Cleaning Products



"The percentage of those who shop in mass merchandisers, specialty food and convenience stores [has increased] nine points to 49%." - *Progressive Grocer*

Advance Purchase Discount

This report will be released in June 2000. Prepaid orders received by May 31st will be eligible for a special pre-publication price of \$495 (\$100 for each additional copy). The regular price, effective on June 1st, will be \$995. To order the report, *The Center Store: Why is Cross-Channel Shopping Eroding Center-Store Sales*, please mail this order form with your check to:



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