

Price inflation trends in ecommerce

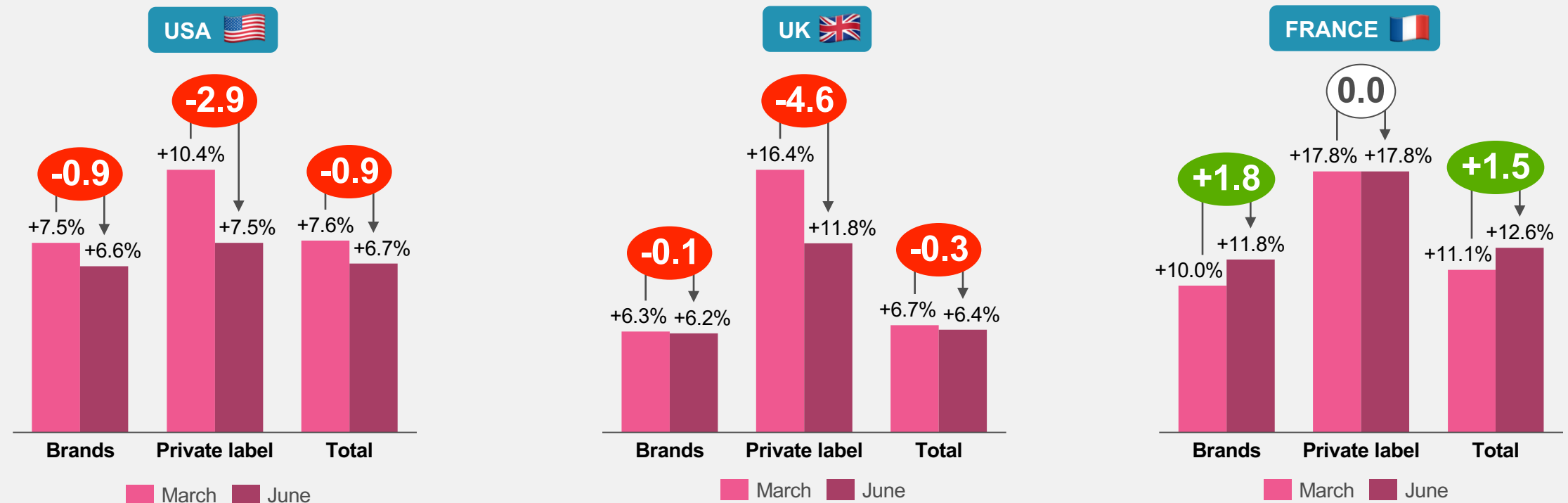
US
June 2023 vs June 2022



INFLATION

Inflation slows down, especially on private label

The gap between brands and private label inflation has been reduced



INFLATION 

USA 

Pricing benchmark

Price inflation

Analysis objectives

- Analyze variations of average prices between June 2023 and June 2022

Methodology

- **Retailers included:** Walmart, Kroger, Amazon, Target – Pick up, Albertsons
- **Products included:** A selection of 29 categories
Standard SKU with ND > 10% in June 2023 and June 2022
Products can differ by retailer
- **Calculation:** The more products in a retailer or category, the more weight they are given in the total

Total = arithmetical average of base prices by product

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Pricing benchmark

Number of analyzed products

Category	Walmart	Kroger	Amazon US	Target pickup	Albertsons US	Total retailer
Infant Toddler Nutrition	143	46	29	94	61	373
Pasta	550	644	244	295	775	2508
Pasta sauce	185	218	35	101	233	772
Crackers	262	299	96	150	316	1123
Cheese	229	741	6	303	1057	2336
Beer & cider	116	382	3	131	593	1225
Chips & other salty snacks	681	987	709	561	1081	4019
Cereals	288	417	229	213	352	1499
Yogurt	415	317	8	233	363	1336
Chocolate	494	423	142	294	390	1743
Candy	340	172	245	112	183	1052
Cookies	399	503	183	244	479	1808
Gum	103	78	113	68	64	426
Carbonated soft drinks	231	443	19	144	413	1250
Water	94	147	50	92	203	586
Diapers	326	138	228	245	166	1103
Hair care	1073	867	13	1139	810	3902
Skin care	1103	687	105	1266	570	3731
Skin cleansing	587	511	96	589	439	2222
Deodorants	345	240	0	243	234	1062
Oral care	205	257	147	187	239	1035
Gift sets	15	3	1	6	0	25
Household cleaning	130	114	0	141	110	495
Fabric cleaning	202	99	3	207	141	652
Fabric enhancers	88	56	5	58	65	272
Dishwashing	79	80	2	94	76	331
Spirits	156	159	1	173	126	615
Spices	593	496	1221	93	662	3065
Shaving	40	30	0	39	35	144
Total category	143	9554	3933	7515	10236	40710

Data Impact by NielsenIQ – Walmart, Kroger, Amazon, Target – Pick up, Albertsons –Constant product scope

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USA 

Executive summary

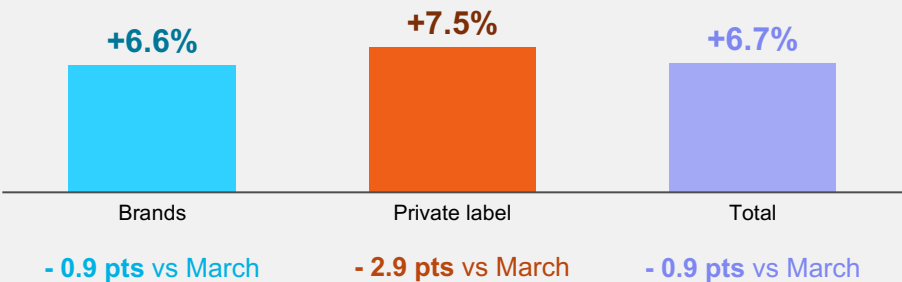
Total categories June 2023 vs June 2022

US price inflation by retailer



Summary

- The inflation slows down: +6.7% inflation in June 2023 compared to 2022 (vs +7.6 in March). Especially on private label +7.5pts (vs+10.4 pts in March)
- Cereals and carbonated soft drinks having reached +20% inflation in March have since seen a reduction.
- The gap between brands and private label inflation is the most significant at Target and Walmart

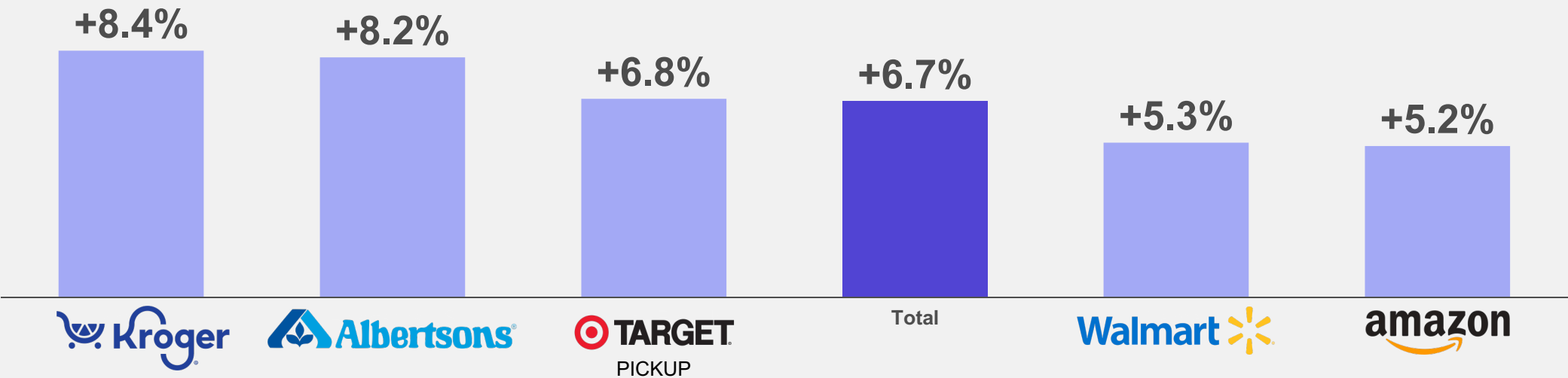


INFLATION  USA 

Inflation in the US

Walmart and Amazon remain the retailers with the lowest inflation

Total categories June 2023 vs June 2022
US price inflation by retailer



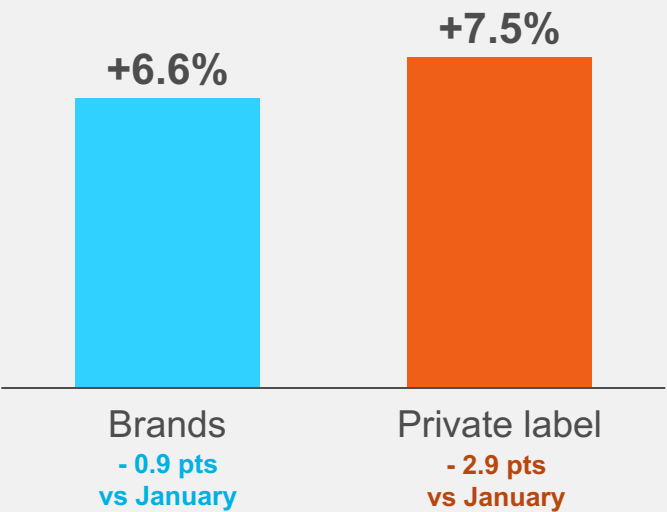
INFLATION 

USA 

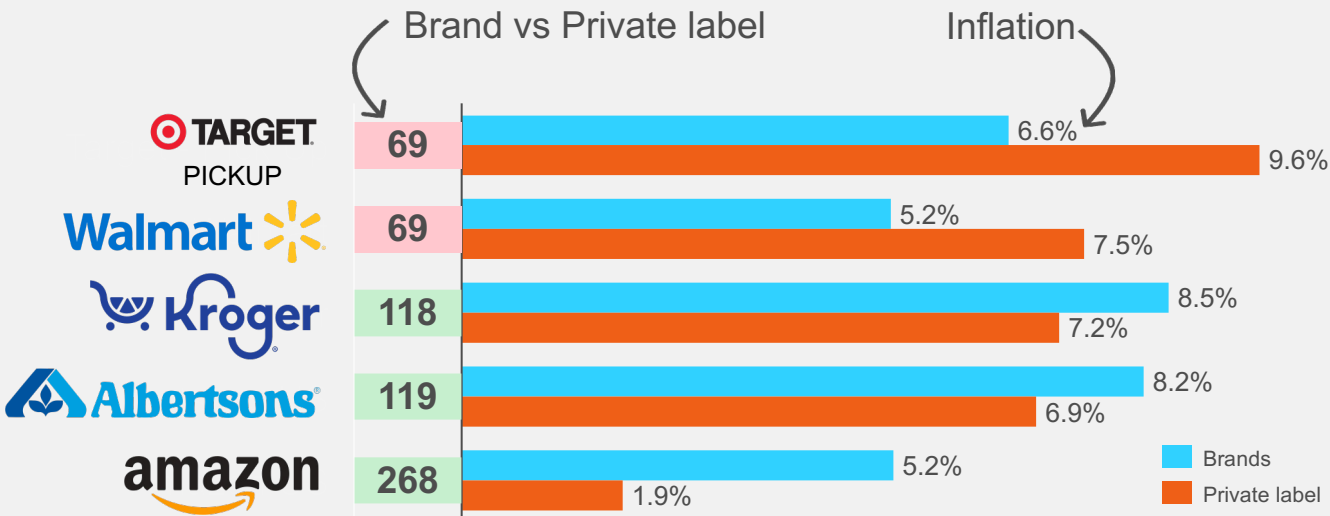
The gap between brands and private label inflation reduced to 1pt

Compared to 2.9 pts in January

Total categories June 2023 vs June 2022
US price inflation by type of brand



Total categories June 2023 vs June 2022
US price inflation by type of brand

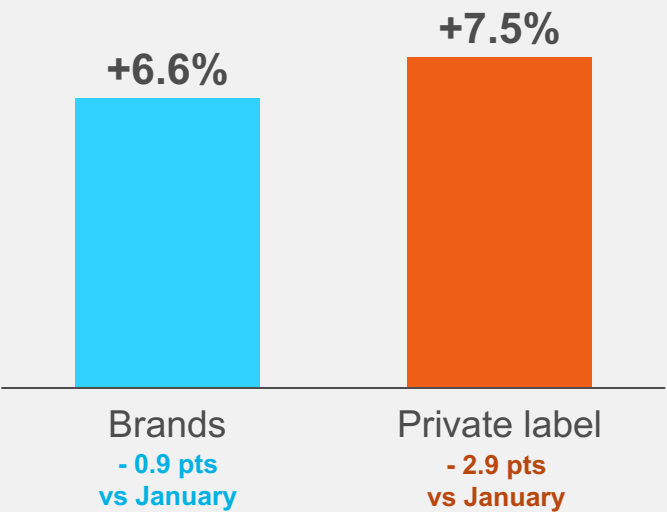


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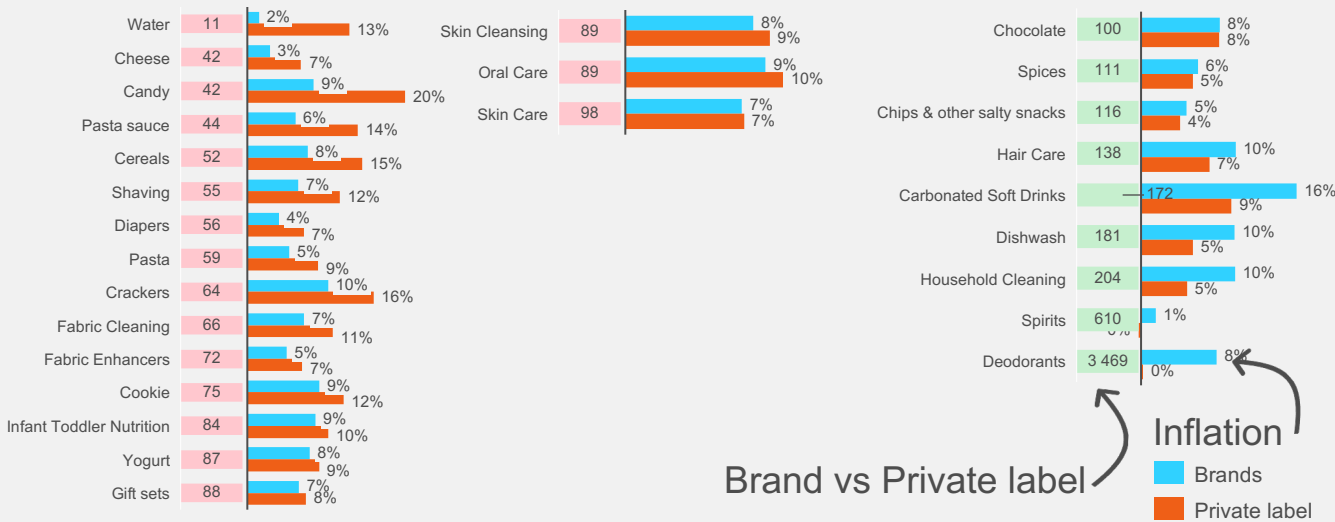
USA 

Some categories still see large variance in branded & private label

Total categories June 2023 vs June 2022
US price inflation by type of brand



Total categories March June 2023 vs June 2022
US price inflation by type of brand



Brand vs Private label

Inflation
 Brands
 Private label

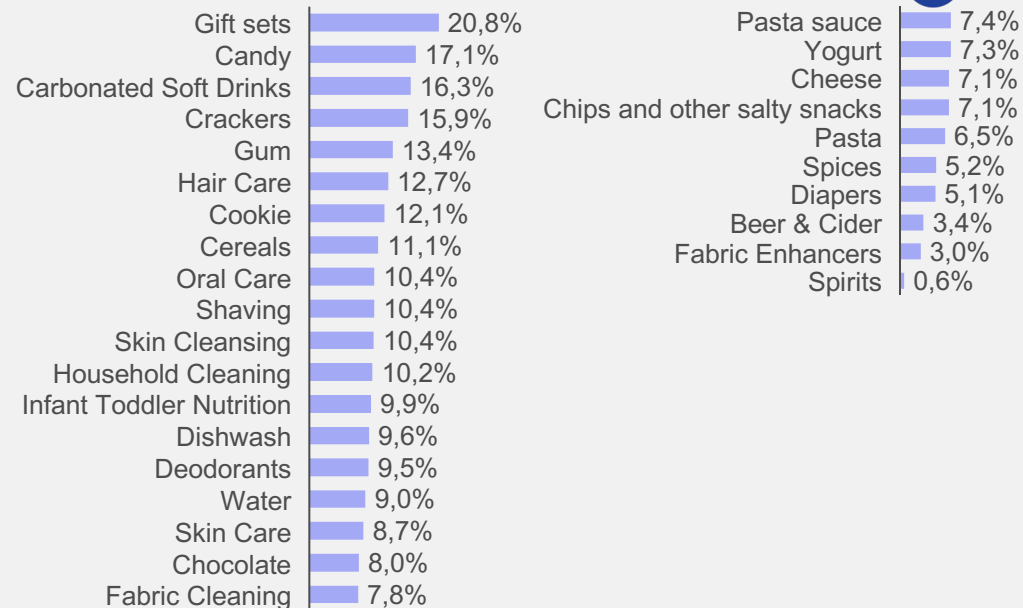
INFLATION USA 

Carbonated soft drinks and candy saw the highest inflation

On average

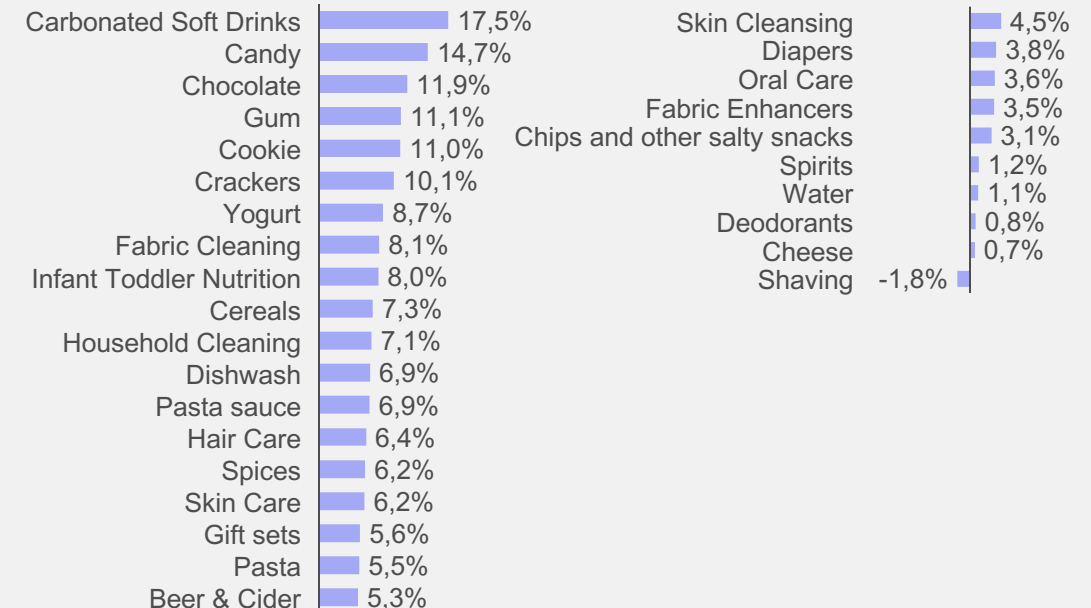
June 2023 vs June 2022

US price inflation by category, Kroger



June 2023 vs June 2022

US price inflation by category, Walmart



INFLATION 

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Carbonated soft drinks and candy saw the highest inflation

On average

June 2023 vs June 2022

US price inflation by category, Albertsons



June 2023 vs June 2022

US price inflation by category, Target Pickup



PICKUP



INFLATION 

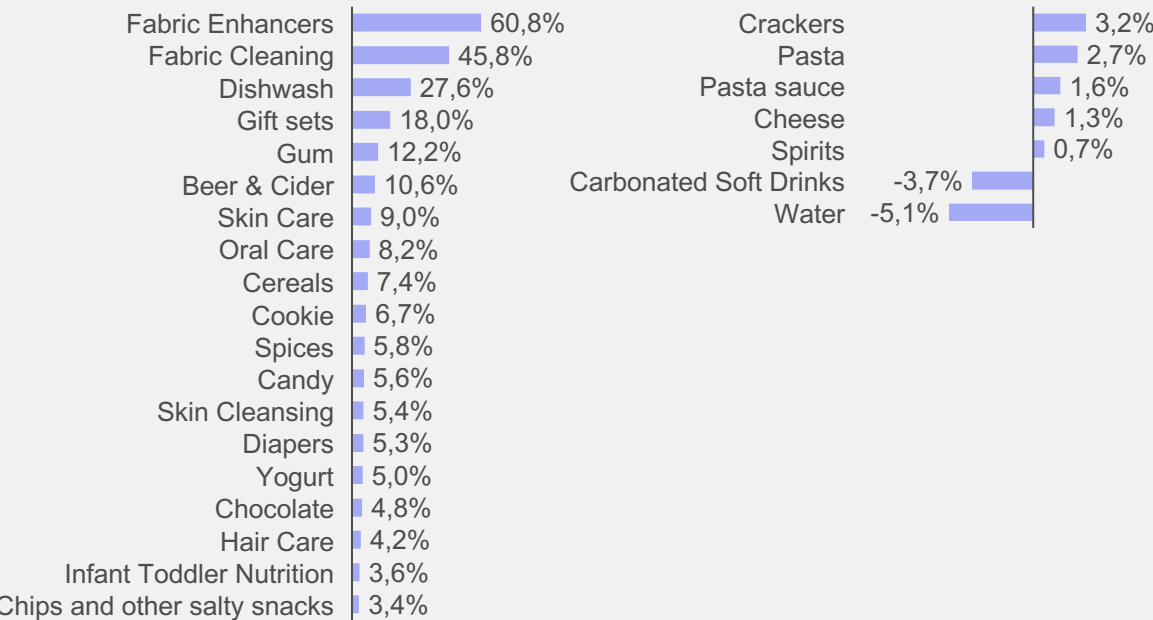
USA 

Carbonated soft drinks and candy saw the highest inflation

On average

June 2023 vs June 2022

US price inflation by category, Amazon



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