

Inflation trends in ecommerce

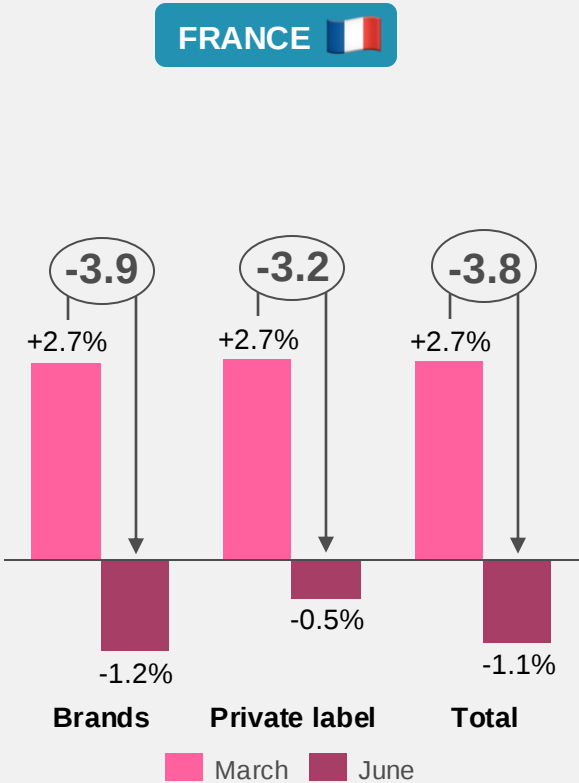
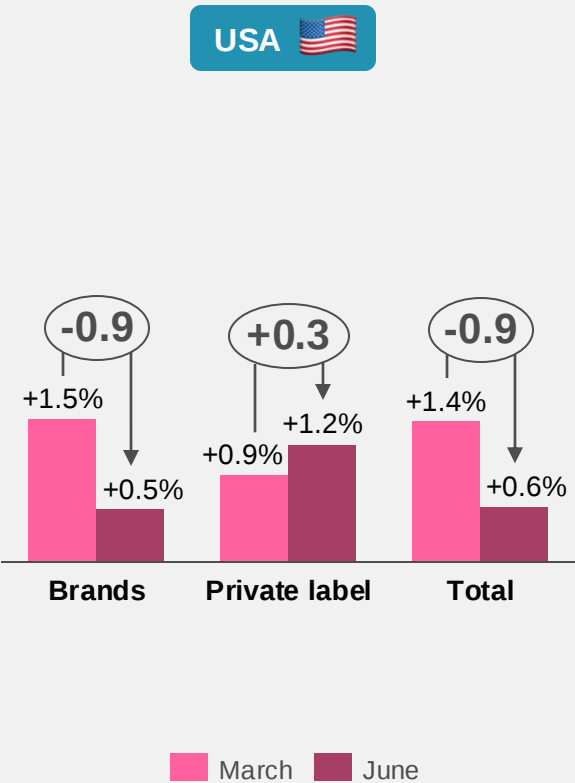
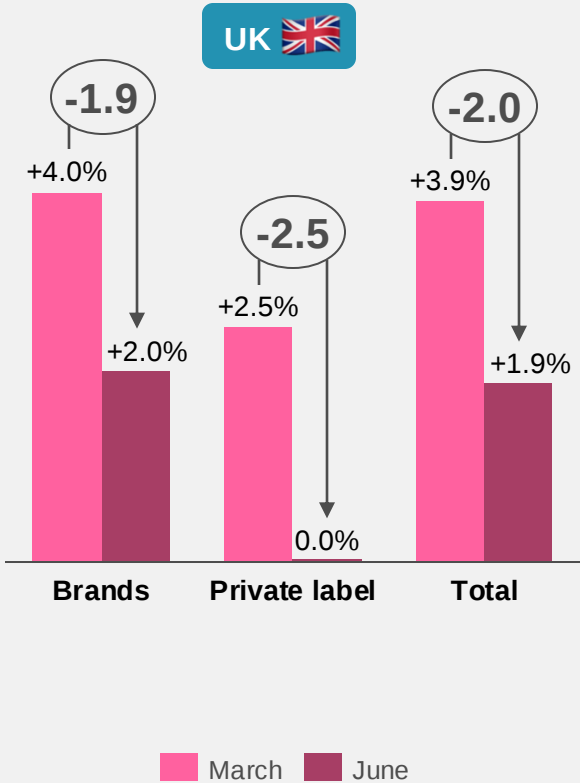
US
June 2024 vs June 2023



INFLATION 

June 2024 vs June 2023
March 2024 vs March 2023 

Inflation slows down



INFLATION 

USA 

Pricing benchmark

Analysis objectives

- Analyze variations of average prices between June 2024 and June 2023

Methodology

- **Retailers included:** Walmart, Kroger, Amazon, Target – Pick up, Albertsons
- **Products included:** A selection of 41 categories
Standard SKU with ND > 10% in June 2024 and June 2023
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

INFLATION USA 

Pricing benchmark

Number of analyzed products

Category	Walmart	Kroger	Amazon US	Target pickup	Albertsons US	Total retailer
Pasta	658	730	325	325	802	2840
Pasta sauce	271	276	78	116	320	1061
Crackers	256	363	174	157	340	1290
Cheese	313	851	10	344	992	2510
Beer & Cider	441	664	7	185	915	2212
Chips and other salty snacks	57	203	2	7	15	284
Cereals	38	70	2	2	3	115
Yogurt	526	372	27	305	385	1615
Chocolate	584	488	210	314	468	2064
Candy	351	218	393	133	254	1349
Cookie	526	663	235	300	602	2326
Diapers	196	168	132	236	153	885
Hair Care	1398	1114	3508	1641	893	8554
Skin Care	1053	663	3122	1678	632	7148
Skin Cleansing	845	589	1343	784	524	4085
Deodorants	266	167	260	179	174	1046
Oral Care	157	163	186	136	158	800
Household Cleaning	398	205	40	370	268	1281
Fabric Cleaning	141	89	50	129	102	511
Fabric Enhancers	76	62	84	90	60	372
Dishwash	126	96	38	141	83	484
Spirits	187	190	2	187	496	1062
Spices	1207	916	1871	245	1271	5510
4 Shaving	134	99	257	132	107	729
Gift sets	15	1	140	22	3	181
Infant Toddler Nutrition	156	112	38	107	86	499

INFLATION USA 

Pricing benchmark

Number of analyzed products

Category	Walmart	Kroger	Amazon US	Target pickup	Albertsons US	Total retailer
Sport Nutrition	17	17	8	9	8	59
Frozen meat free	1	25		1	1	28
Frozen Breakfast	24	74			2	100
Sauces	644	637	344	259	876	2760
Rice	128	127	101	69	141	566
Nutrition Bars	316	476	289	293	331	1705
Syrup	57	66	90	39	37	289
Ready to drink Coffees & Teas	45	41	13	39	50	188
Dips	251	343	37	115	328	1074
Dairy Beverage	91	49	3	48	46	237
Toilet Paper	90	49	12	65	62	278
Wipes	54	58	46	75	50	283
Feminine Care & Incontinence	319	294	88	285	280	1266
Facial Tissue	44	25	12	39	24	144
Ice Cream	268	625	11	366	630	1900
Grand Total	12725	12438	13588	9967	12972	61690

INFLATION 

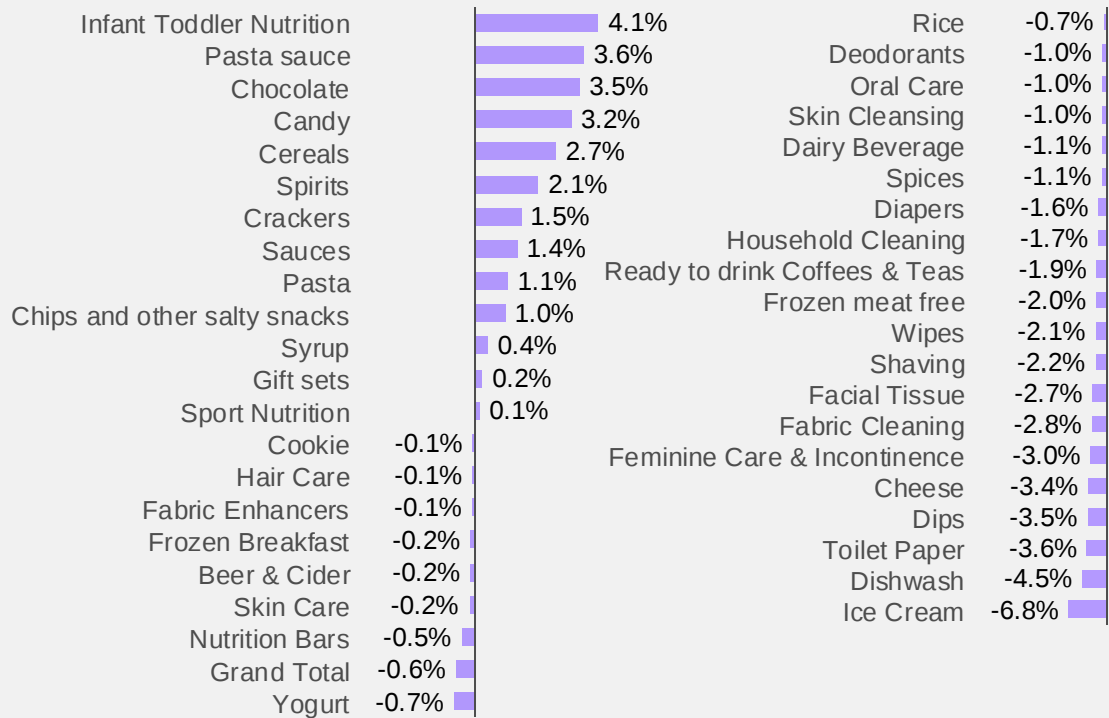
USA 

Executive summary

Deflation is now present in more than half of all categories !

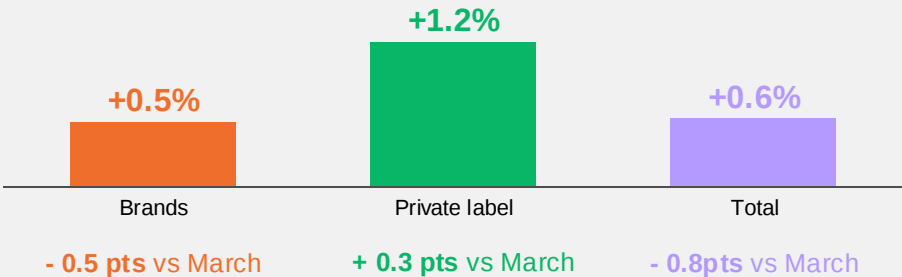
Total categories June 2024 vs June 2023

US price inflation by retailer



Summary

- Inflation slows: +0.6% inflation in June 2024 compared to 2023 (vs +1.4% in March), especially on brands +0.5 pts (vs +1.5 pts in March).
- Confectionary is experiencing the highest inflation rates, led by the following categories: Chocolate (+3.5%) and Candy (+3.2%).
- The trend has turned around since March 2024, with brands experiencing less inflation than private labels.
- Only Target is experiencing deflation compared to June 2023.



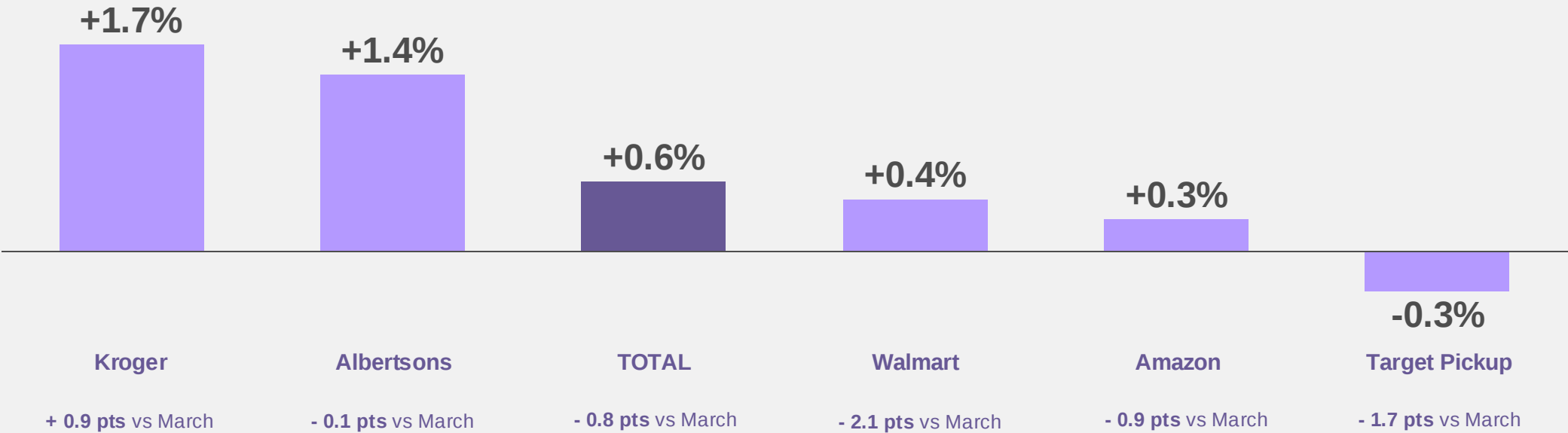
INFLATION 

USA 

The trend is towards disinflation for all retailers

Target Pickup underwent the most deflation

Total categories June 2024 vs June 2023
US price inflation by retailer



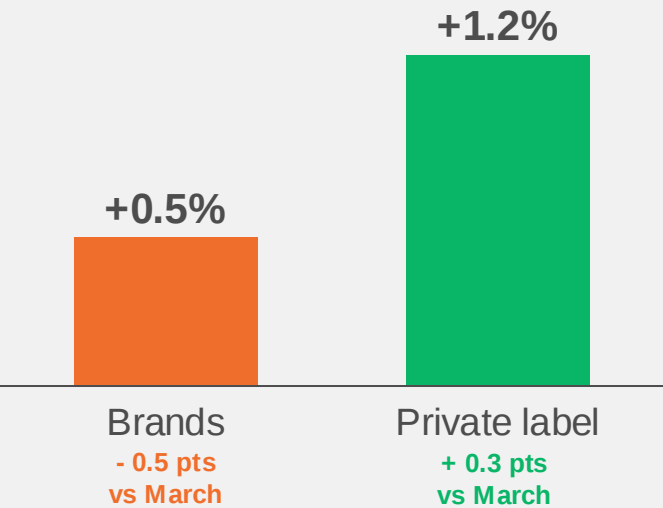
INFLATION 

USA 

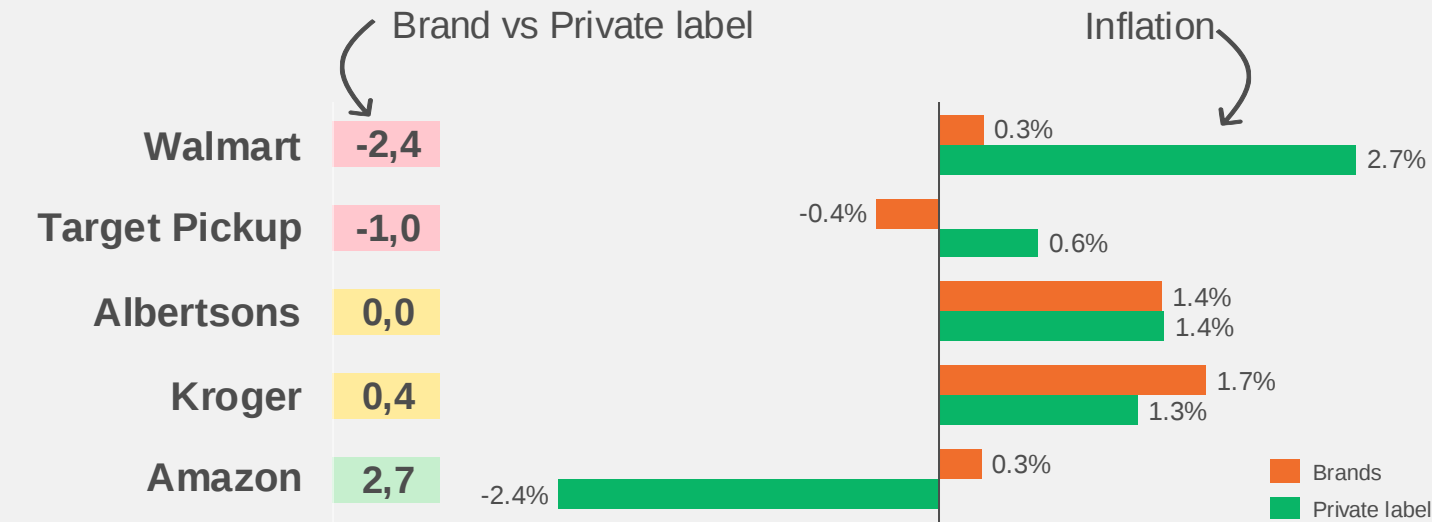
The trend among brands and private labels is shifting

Brands have now less inflation than private label

Total categories June 2024 vs June 2023
US inflation by type of brand



Total categories June 2024 vs June 2023
US inflation by type of brand

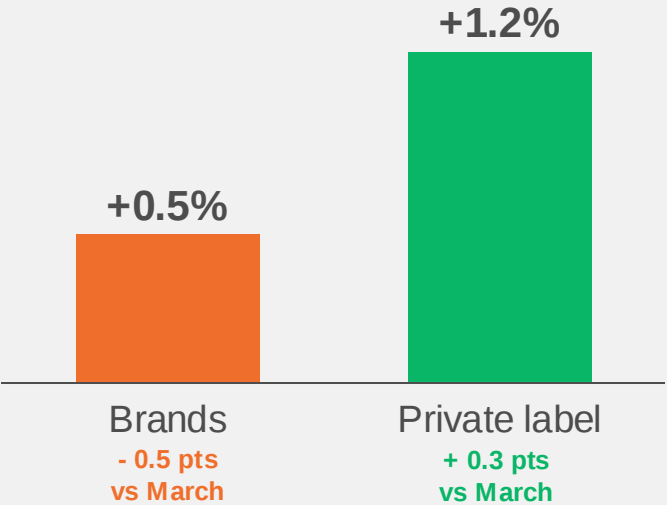


INFLATION 

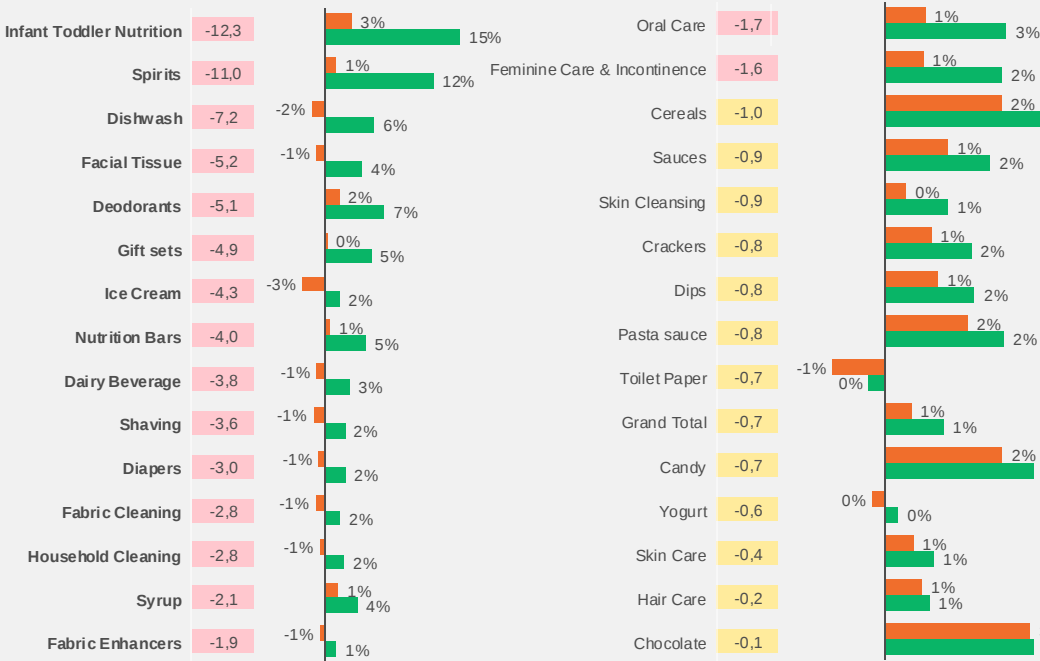
USA 

Some categories still see large variance in branded & private label

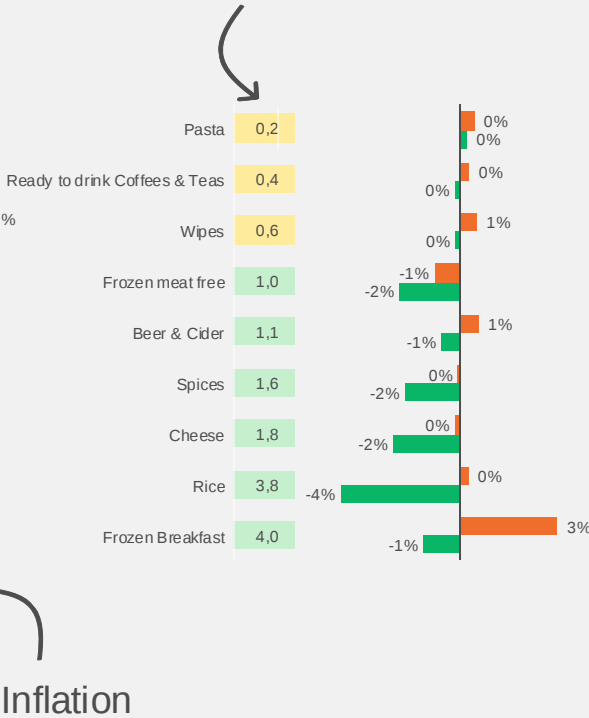
Total categories June 2024 vs June 2023
US inflation by type of brand



Total categories June June 2024 vs June 2023
US inflation by type of brand



Brand vs Private label



Inflation

Appendix

Inflation by retailer

INFLATION 

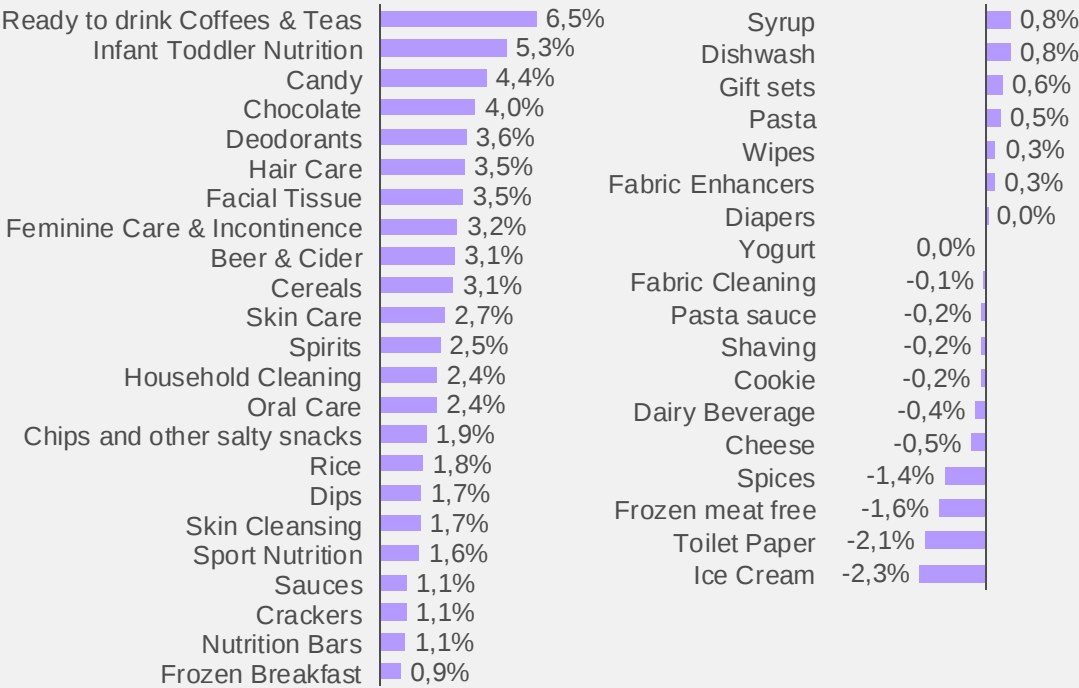
USA 

Ready to drink Coffees & Teas and Fabric Enhancers saw the highest inflation.

Kroger

June 2024 vs June 2023

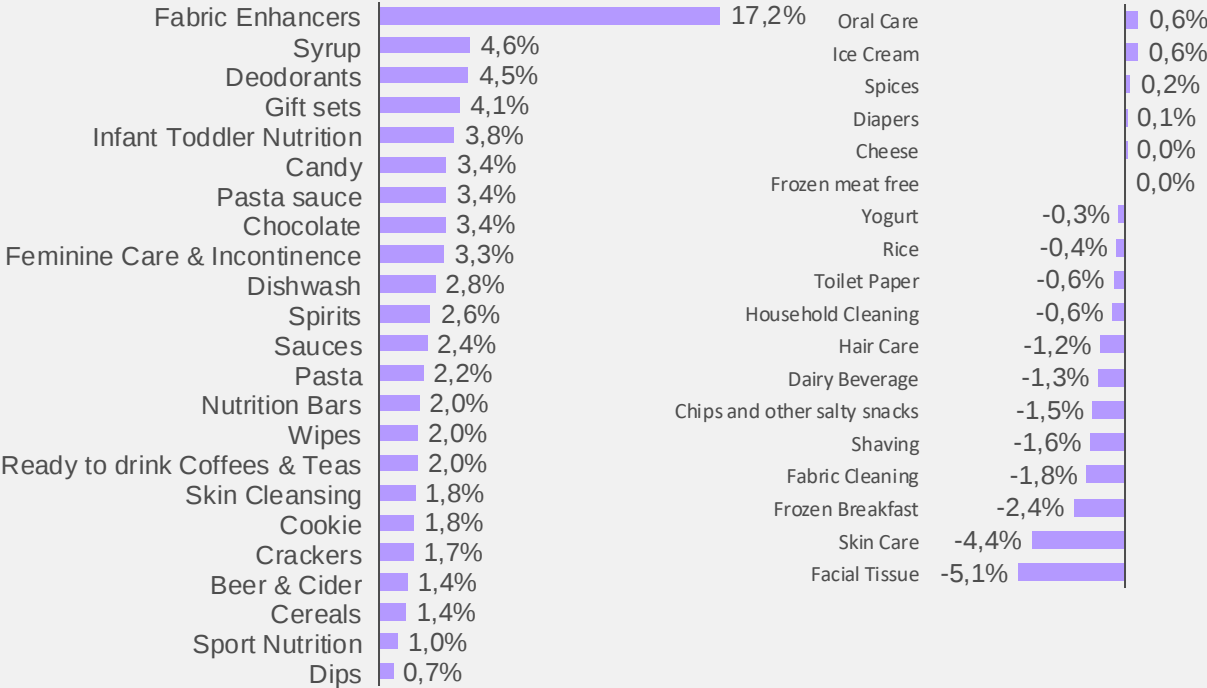
US price inflation by category, Kroger



Walmart

June 2024 vs June 2023

US price inflation by category, Walmart



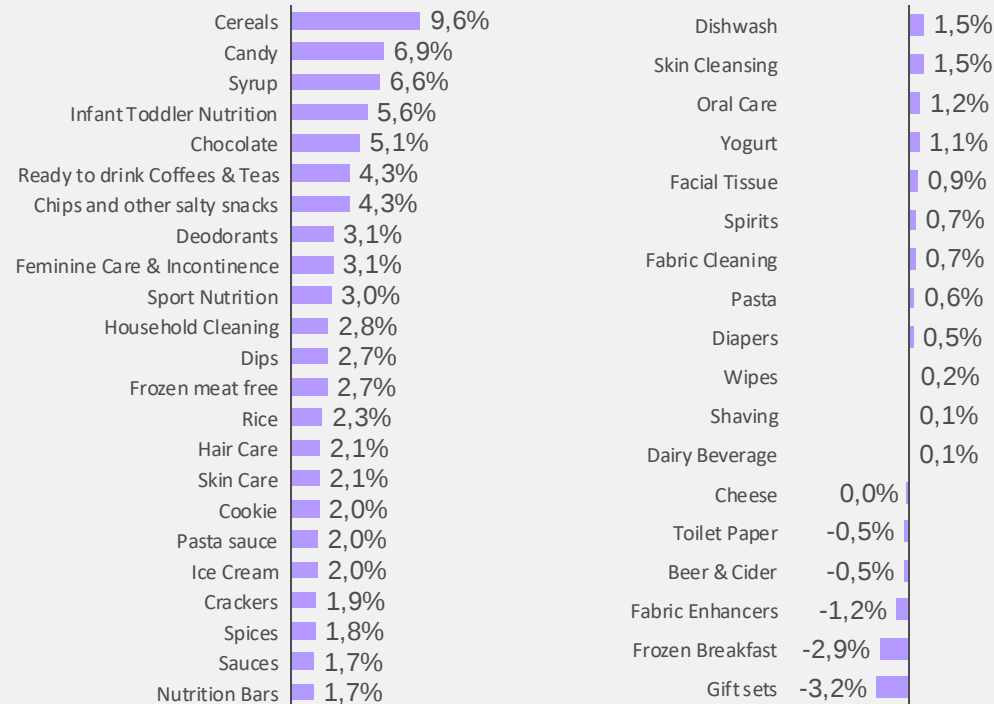
INFLATION USA 

Cereals and candy saw the highest inflation.

Albertsons

June 2024 vs June 2023

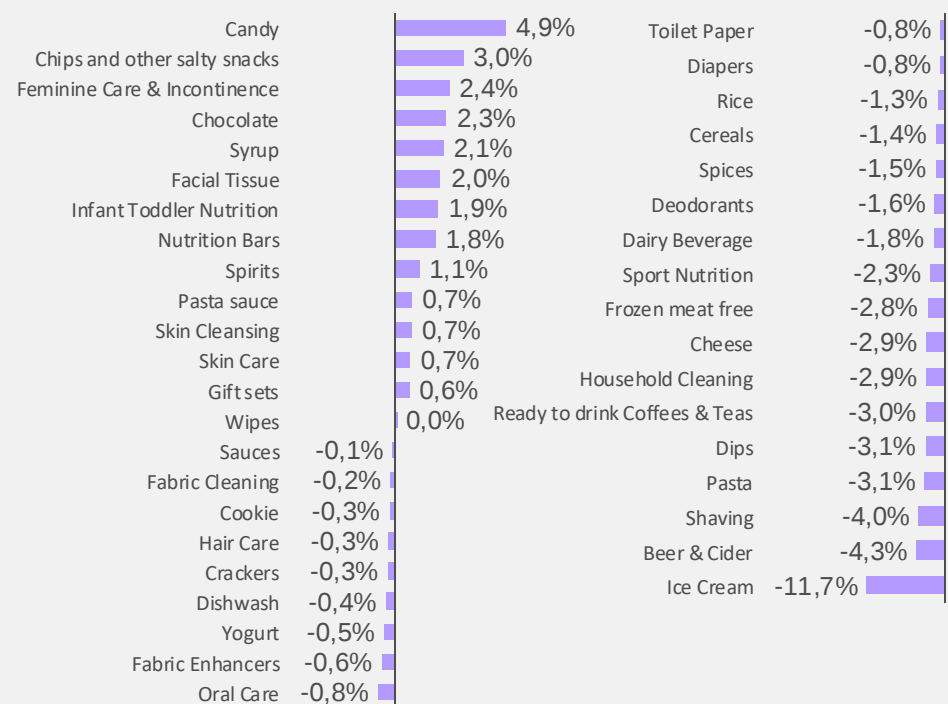
US price inflation by category, Albertsons



Target Pickup

June 2024 vs June 2023

US price inflation by category, Target Pickup



INFLATION 

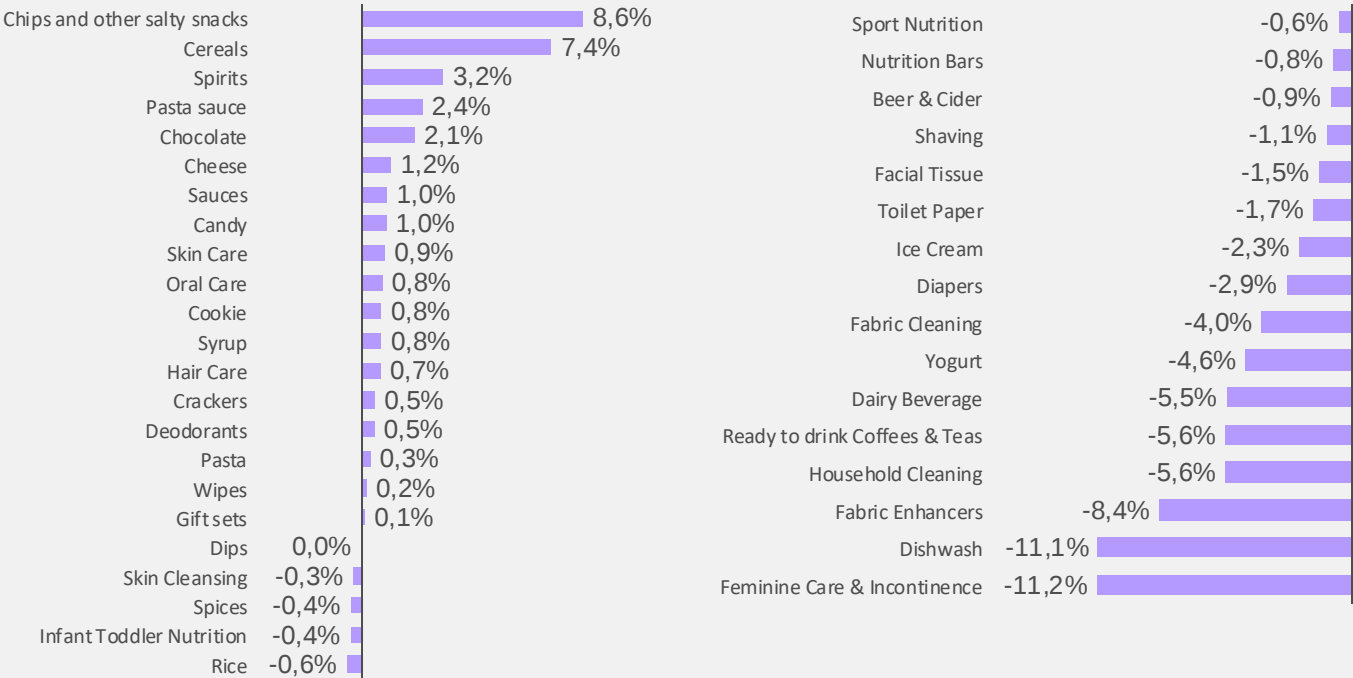
USA 

Chips and Cereals Nutrition saw the highest inflation.

Amazon

June 2024 vs June 2023

US price inflation by category, Amazon



Let's work together

We'd like to show you exactly how our platform's capabilities can create value for your business.

contact@dataimpact.io

(+33) 1 42 51 87 08

<https://dataimpact.io>

