



Price inflation trends in ecommerce

US

January 2023 vs January 2022



Price inflation

Analysis objectives

Analyze variations of average prices between January 2023 and January 2022

Methodology

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

Total = arithmetical average of base prices by product

Number of analyzed products

Categories	Walmart	Kroger	Amazon US	Target – Pick Up	Albertsons US	Total
Infant Toddler Nutrition	164	125	37	101	92	519
Pasta	679	809	173	362	977	3000
Pasta sauce	199	236	27	107	269	838
Crackers	298	366	90	147	332	1233
Cheese	217	847	14	332	1230	2640
Beer & Cider	277	429	4	120	632	1462
Chips and other salty snacks	760	1077	376	590	1259	4062
Cereals	177	476	191	235	390	1469
Yogurt	504	366	24	299	427	1620
Spices	627	572	431	111	758	2499
Chocolate	700	611	174	440	530	2455
Candy	434	212	152	164	209	1171
Cookie	503	561	140	241	602	2047
Gum	125	85	53	62	68	393
Carbonated Soft Drinks	265	508	18	141	462	1394
Water	104	192	71	115	236	718
Diapers	273	131	96	241	141	882
Hair Care	1430	975	17	1307	854	4583
Skin Care	1181	728	418	1552	644	4523
Skin Cleansing	743	609	187	738	472	2749
Deodorants	411	239	51	292	238	1231
Oral Care	223	258	100	215	253	1049
Grooming	131	113	49	114	101	508
Gift sets	19	5	5	13	2	44
Household Cleaning	178	174	4	204	149	709
Fabric Cleaning	206	126	11	210	161	714
Fabric Enhancers	138	99	21	101	91	450
Dishwash	123	107	4	140	88	462
Spirits	159	166	1	184	151	661
Total	11248	11202	2939	8878	11818	46085

Executive Summary

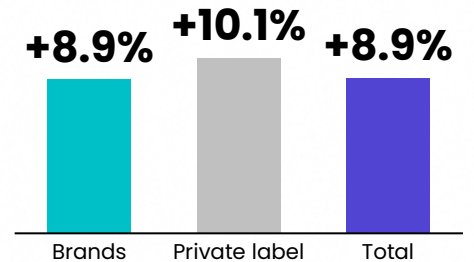
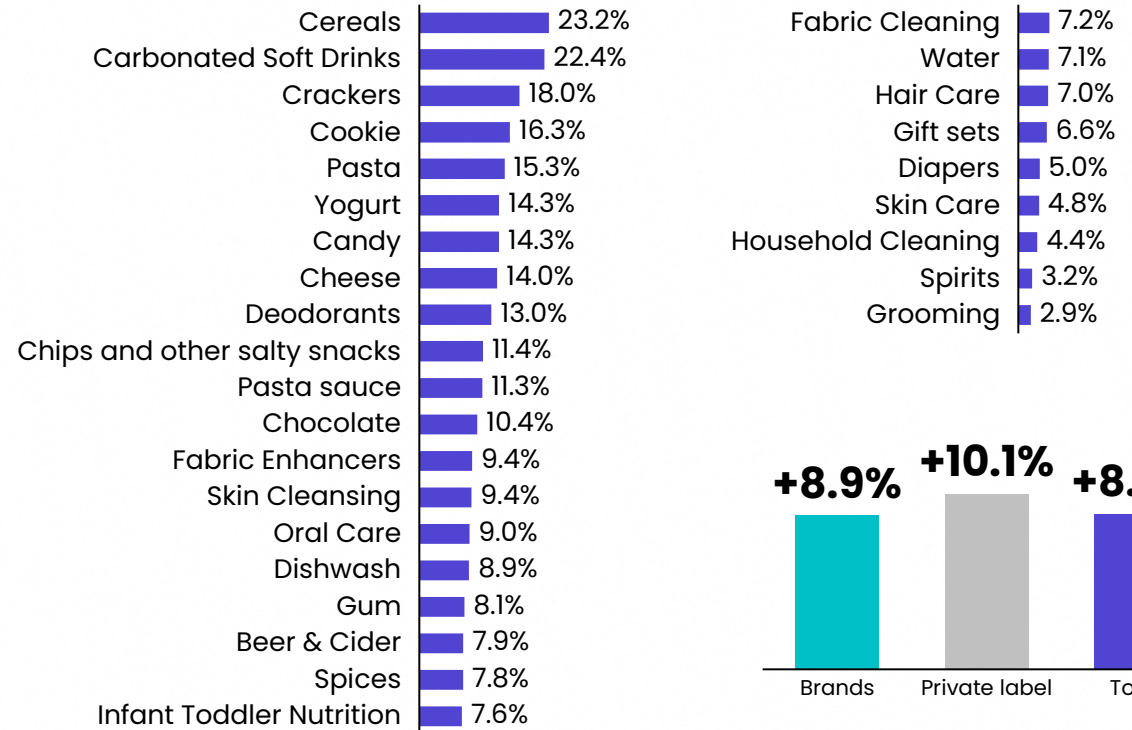
January 2023 vs January 2022

Summary

- ❖ +8.9% inflation in January 2023 compared to 2022. Private label products increased in price +1.2 pts more than brands
- ❖ Cereals and carbonated soft drinks had more than +20% inflation
Home & Beauty Care underwent less inflation vs food categories
- ❖ Albertsons is the retailer with the most inflation at +11.4%
Amazon has the lowest rate at +5.6%

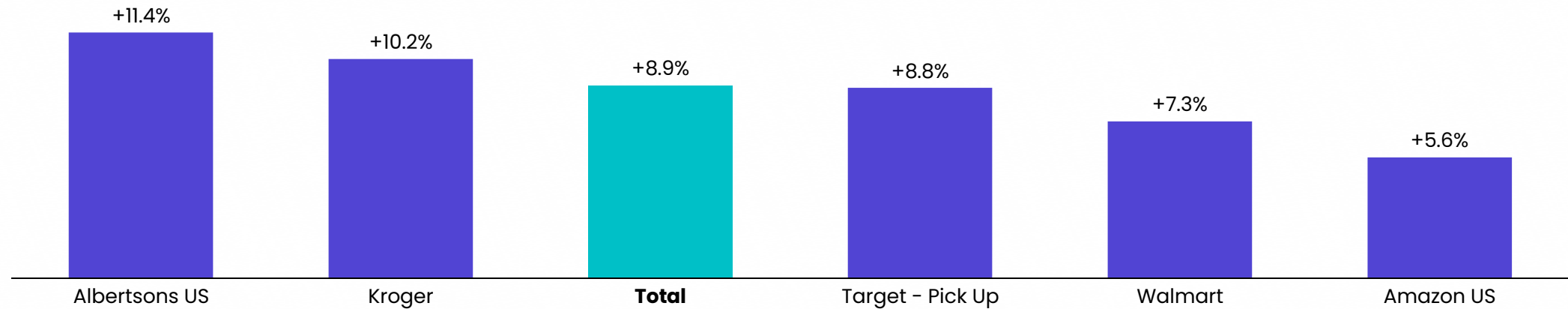
US price inflation by category

Total retailer
January 2023 vs January 2022



Click & collect retailers increased price more than Amazon

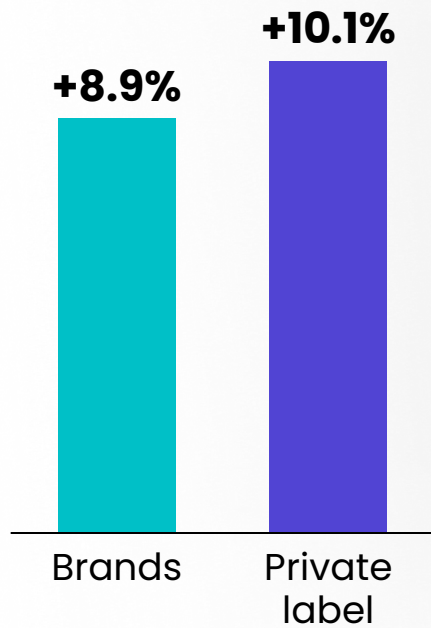
US price inflation by retailer
Total categories
January 2023 vs January 2022



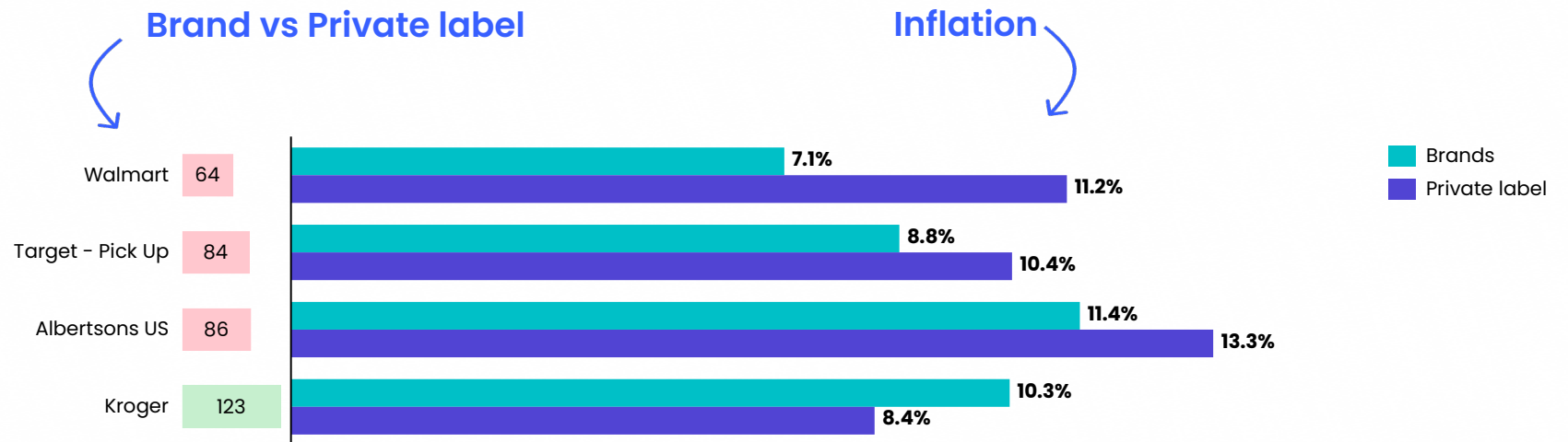
Private label inflation increased by 10% YoY

+1.2 pts compared to national brand

US price inflation by type of brand
Total category – Total retailer
January 2023 vs January 2022

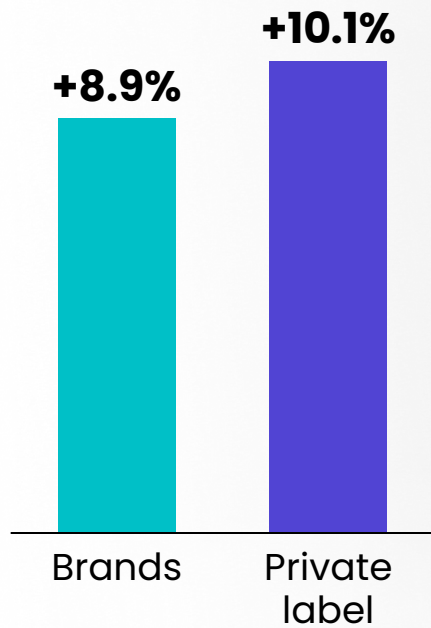


US price inflation by type of brand
By retailer – Total category
January 2023 vs January 2022

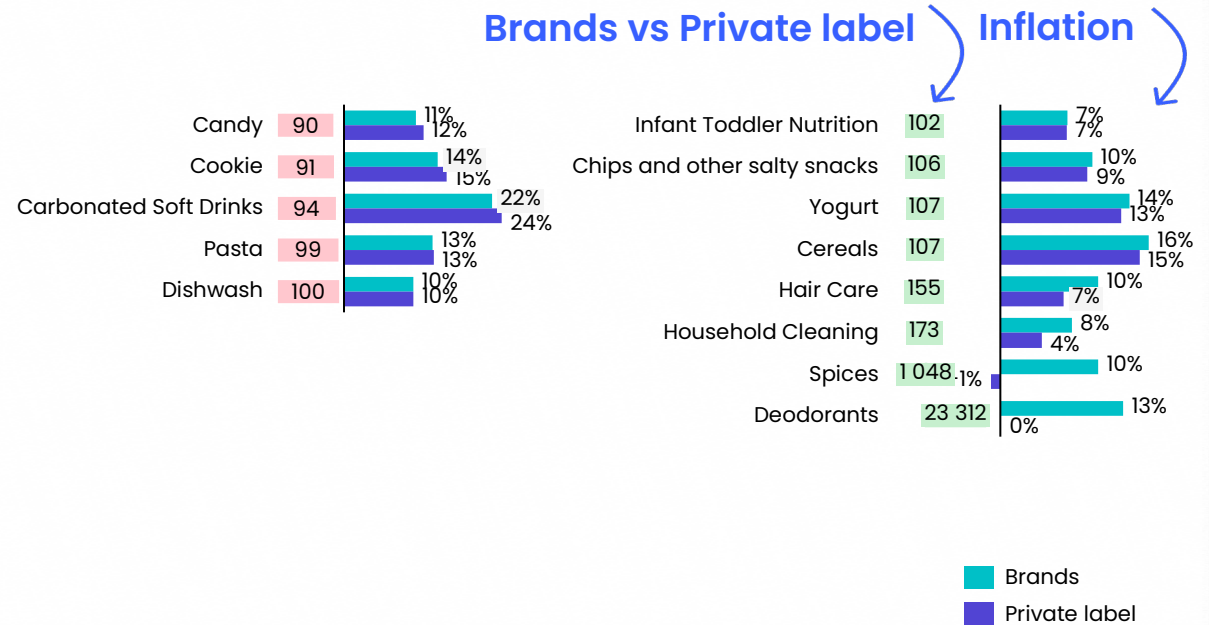
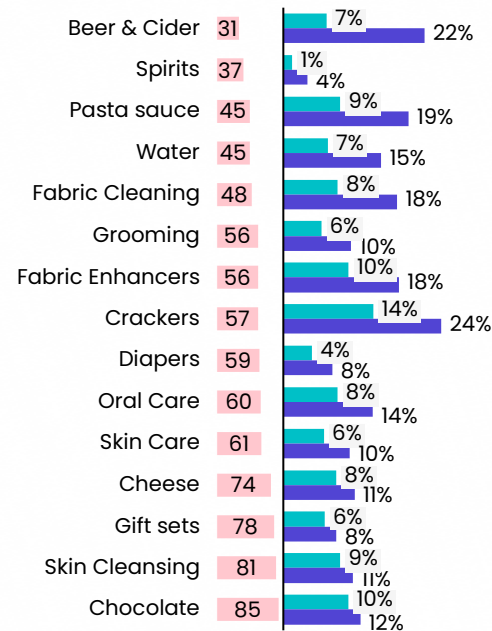


Some categories saw a large variance between branded and private label inflation

US price inflation by type of brand
Total category – Total retailer
January 2023 vs January 2022



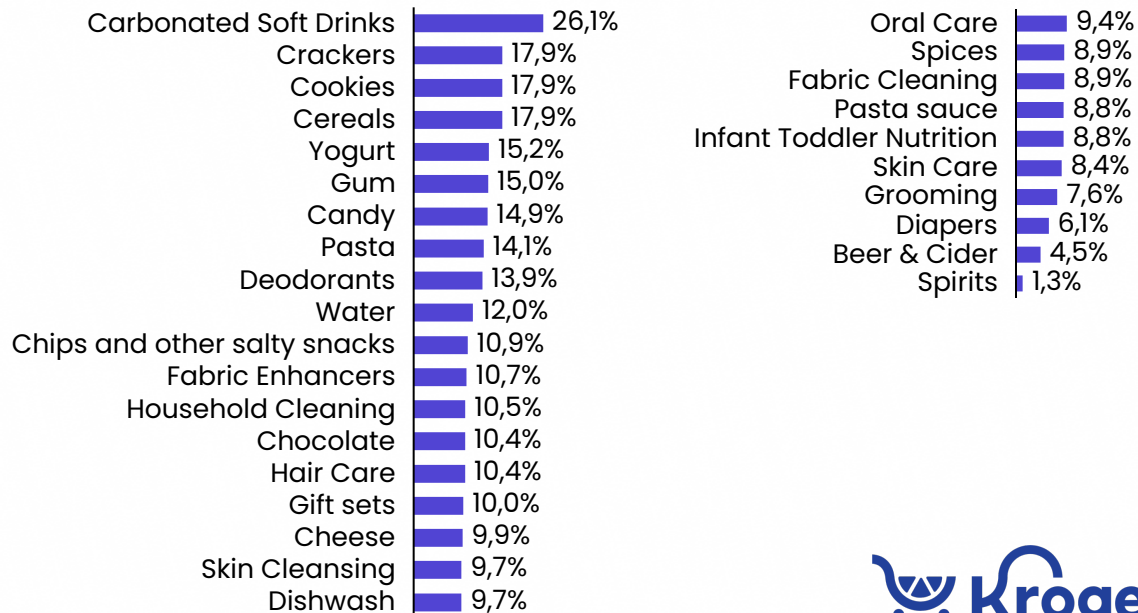
US price inflation by type of brand
By category – Total retailer
January 2023 vs January 2022



Cereals and carbonated soft drinks underwent the most inflation

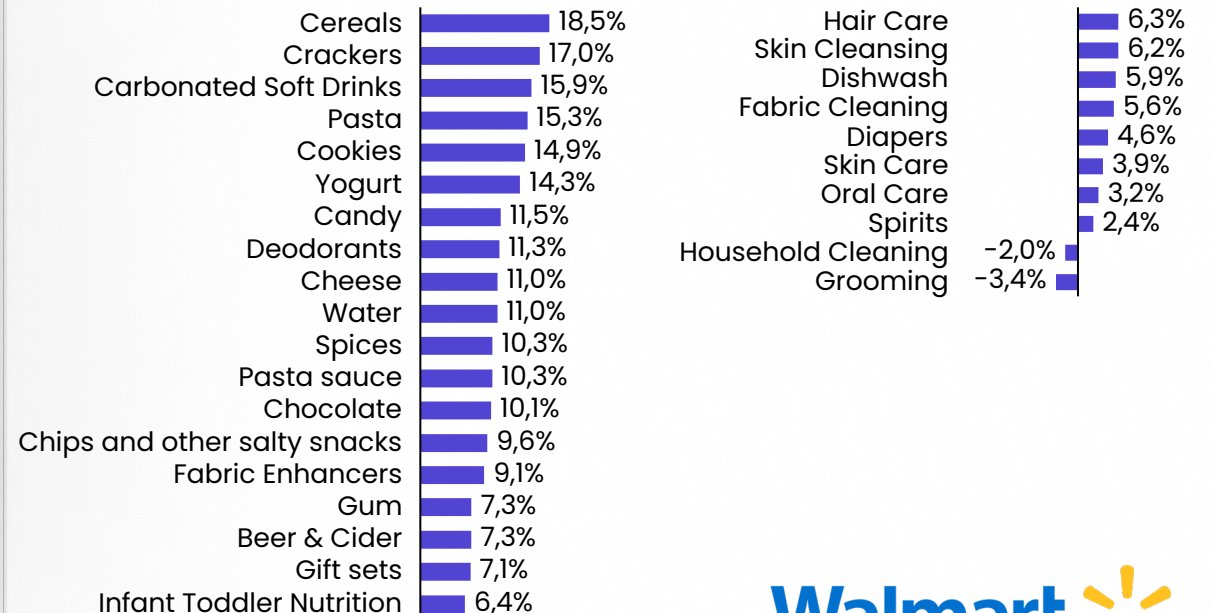
US price inflation by category

Kroger
January 2023 vs January 2022



US price inflation by category

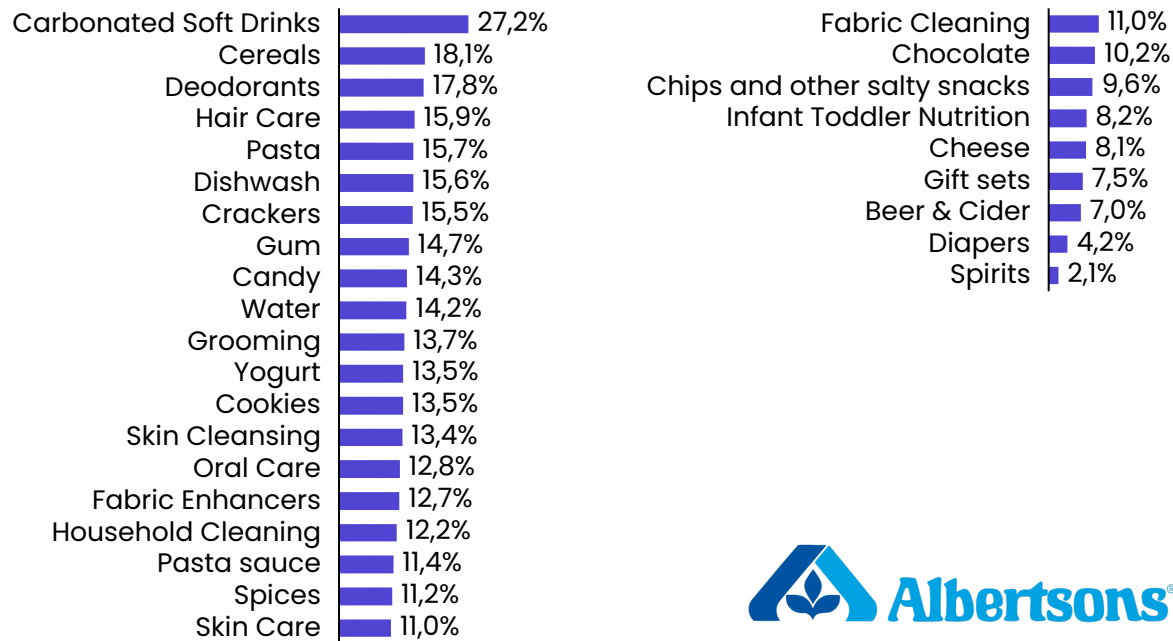
Walmart
January 2023 vs January 2022



Cereals and carbonated soft drinks underwent the most inflation

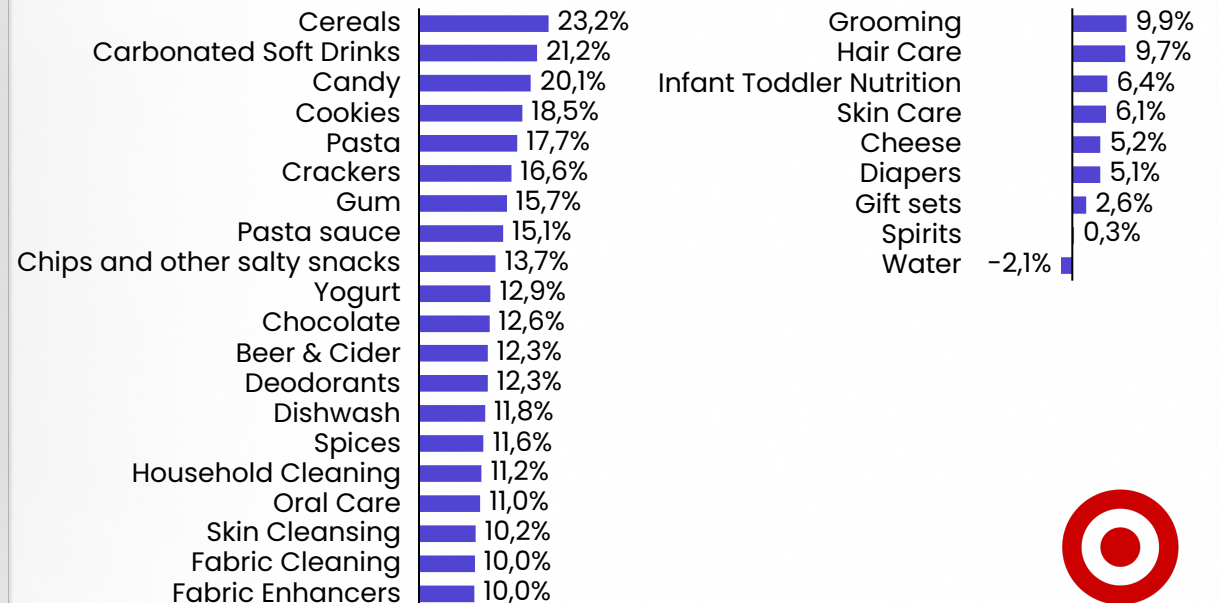
US price inflation by category

Albertsons
January 2023 vs January 2022



US price inflation by category

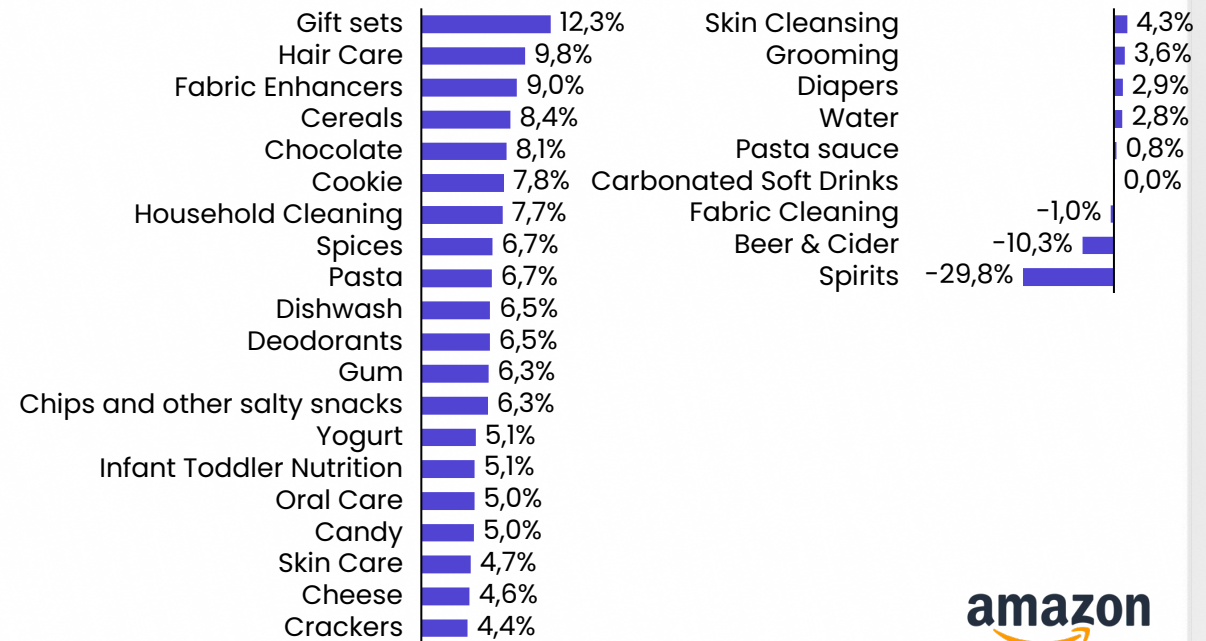
Target – Pick up
January 2023 vs January 2022



Cereals and carbonated soft drinks underwent the most inflation everywhere except Amazon



US price inflation by category
Amazon
January 2023 vs January 2022



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