



dataimpact

by NielsenIQ

# Price inflation trends in ecommerce

US

March 2023 vs March 2022



# Price inflation

## Analysis objectives

Analyze variations of average prices between March 2023 and March 2022

## Methodology

- **Retailers included:** Walmart, Kroger, Amazon, Target – Pick up, Albertsons
- **Products included:** A selection of 29 categories  
Standard SKU with ND > 10% in March 2023 and March 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

Category	Walmart	Kroger	Amazon US	Target - Pick Up	Albertsons US	Total retailer
Infant Toddler Nutrition	144	113	46	97	95	495
Pasta	612	757	250	323	891	2833
Pasta Sauce	192	234	45	103	255	829
Crackers	284	329	138	144	320	1215
Cheese	228	818	9	312	1100	2467
Beer & Cider	283	462	4	121	622	1492
Chips and Other Salty Snacks	722	1042	758	555	1173	4250
Cereals	166	424	249	209	374	1422
Yogurt	486	388	19	288	412	1593
Chocolate	505	462	384	293	411	2055
Candy	358	178	310	114	182	1142
Cookie	442	511	219	214	480	1866
Gum	91	82	126	68	69	436
Carbonated Soft Drinks	250	508	17	129	450	1354
Water	100	181	67	109	212	669
Diapers	266	134	130	252	130	912
Hair Care	1079	867	31	1143	813	3933
Skin Care	1040	662	627	1237	555	4121
Skin Cleansing	572	539	271	607	410	2399
Deodorants	356	221	87	242	236	1142
Oral Care	193	245	129	214	235	1016
Shaving	39	24	21	40	39	163
Gift sets	14	3	5	6		28
Household Cleaning	181	171	8	202	149	711
Fabric Cleaning	202	133	11	208	158	712
Fabric Enhancers	30	22	9	28	34	123
Dishwash	93	116	7	119	87	422
Spirits	142	174	1	174	127	618
Spices	580	503	1222	99	685	3089
<b>Total category</b>	<b>9650</b>	<b>10303</b>	<b>5200</b>	<b>7650</b>	<b>10704</b>	<b>43507</b>

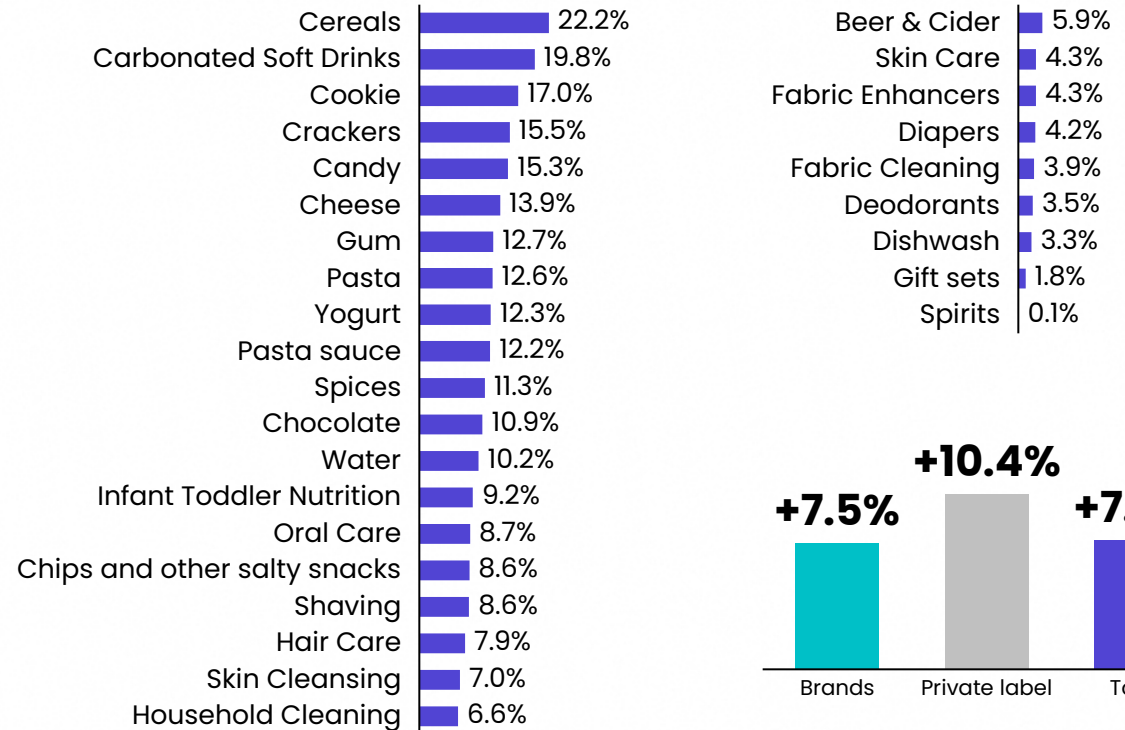
# Executive Summary

## March 2023 vs March 2022

### Summary

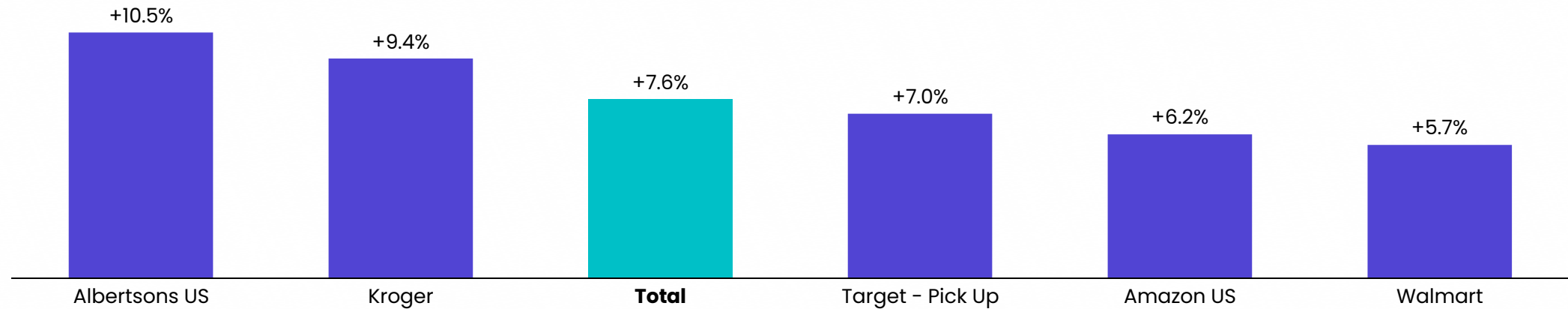
- ❖ +7.6% inflation in March 2023 compared to 2022. Private label products increased in price +2.9 pts more than brands.
- ❖ Cereals and carbonated soft drinks underwent about 20% inflation. Home & Beauty Care underwent less inflation compared to food categories.
- ❖ Albertsons is the retailer with the most inflation at +10.5%. Walmart has the lowest rate at +5.7%.

US price inflation by category  
Total retailer  
March 2023 vs March 2022



# Inflation slowed down by 1 point vs January 2023 at all retailers - except Amazon.

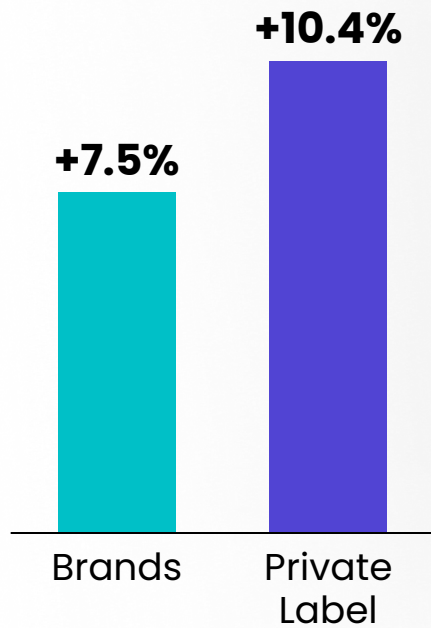
US price inflation by retailer  
Total categories  
March 2023 vs March 2022



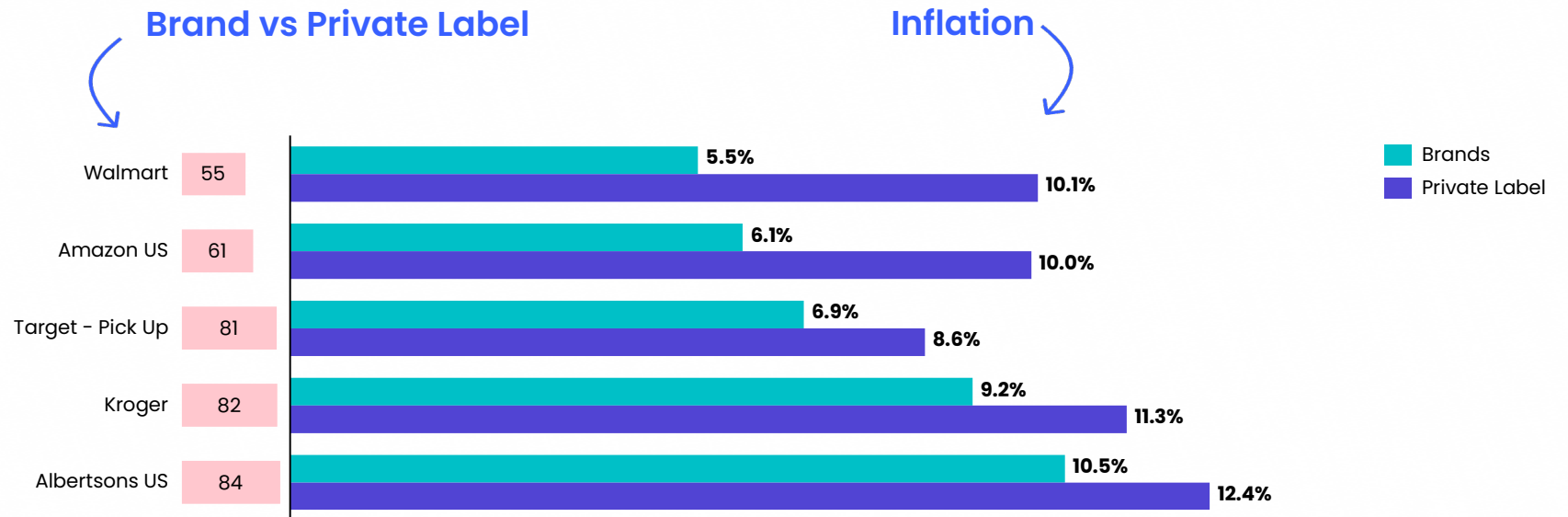
# Private label inflation increased by 10% YoY.

+2.9 pts compared to national brand

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

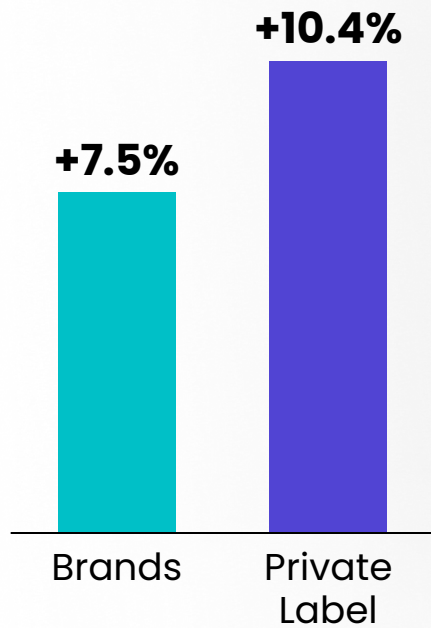


US price inflation by type of brand  
By retailer – Total category  
March 2023 vs March 2022

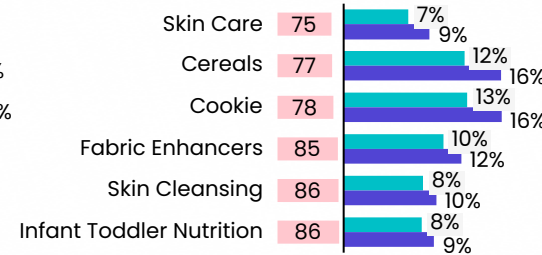
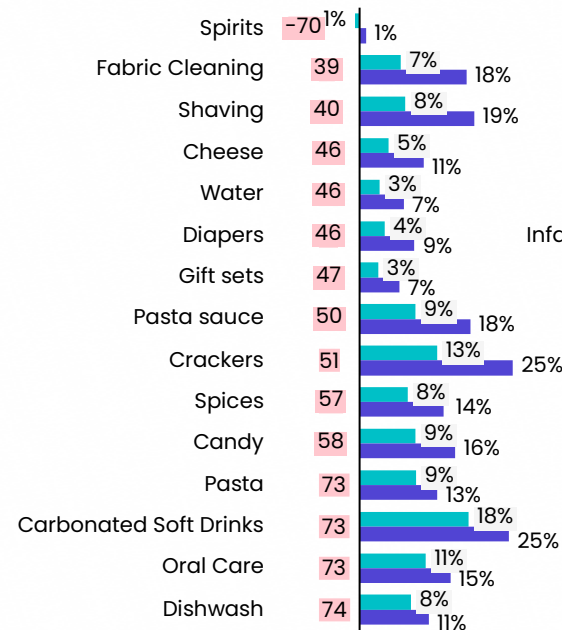


# Some categories saw a large variance between branded and private label inflation.

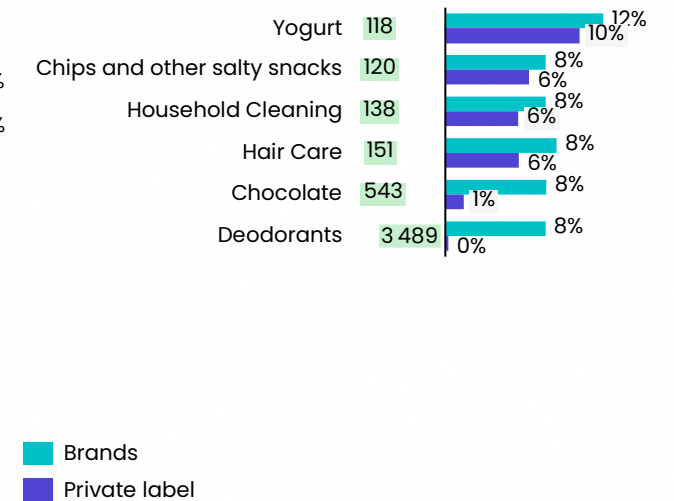
**US price inflation by type of brand**  
Total category – Total retailer  
March 2023 vs March 2022



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



**Brands vs Private Label Inflation**



# Cereals, crackers and carbonated soft drinks underwent the most inflation.

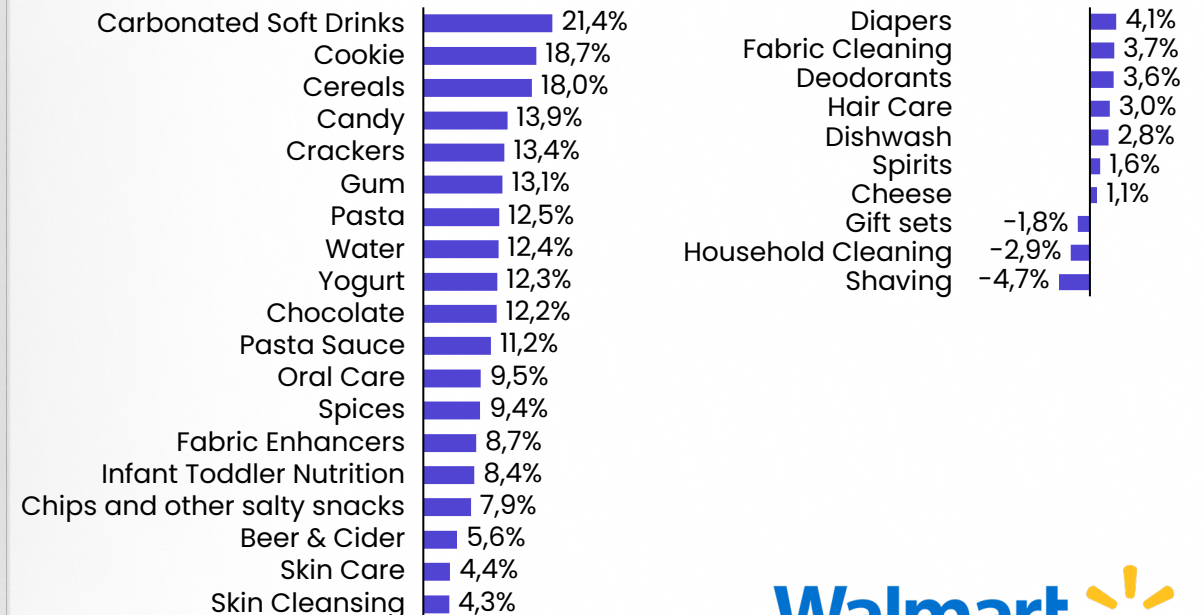
US price inflation by category

Kroger  
March 2023 vs March 2022



US price inflation by category

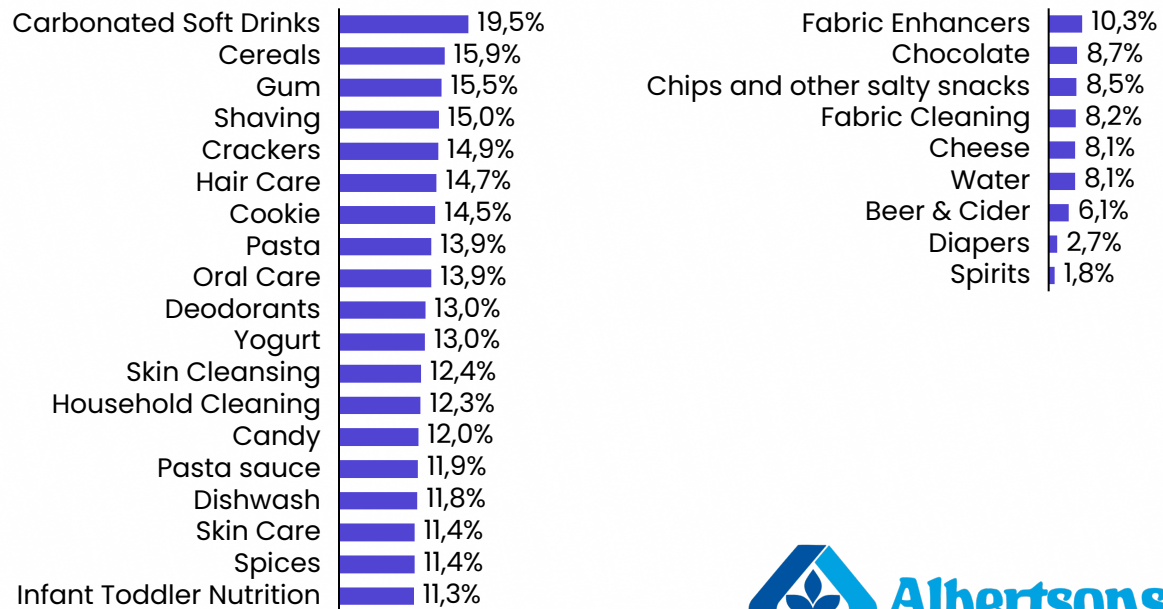
Walmart  
March 2023 vs March 2022



# Cereals, crackers and carbonated soft drinks underwent the most inflation.

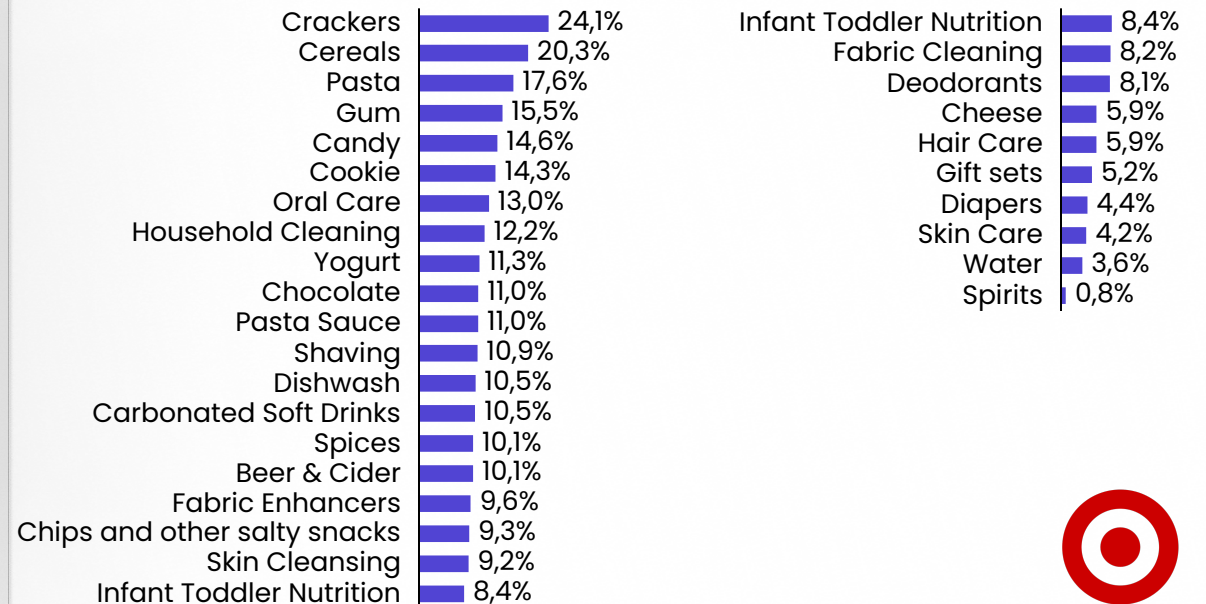
US price inflation by category

Albertsons  
March 2023 vs March 2022



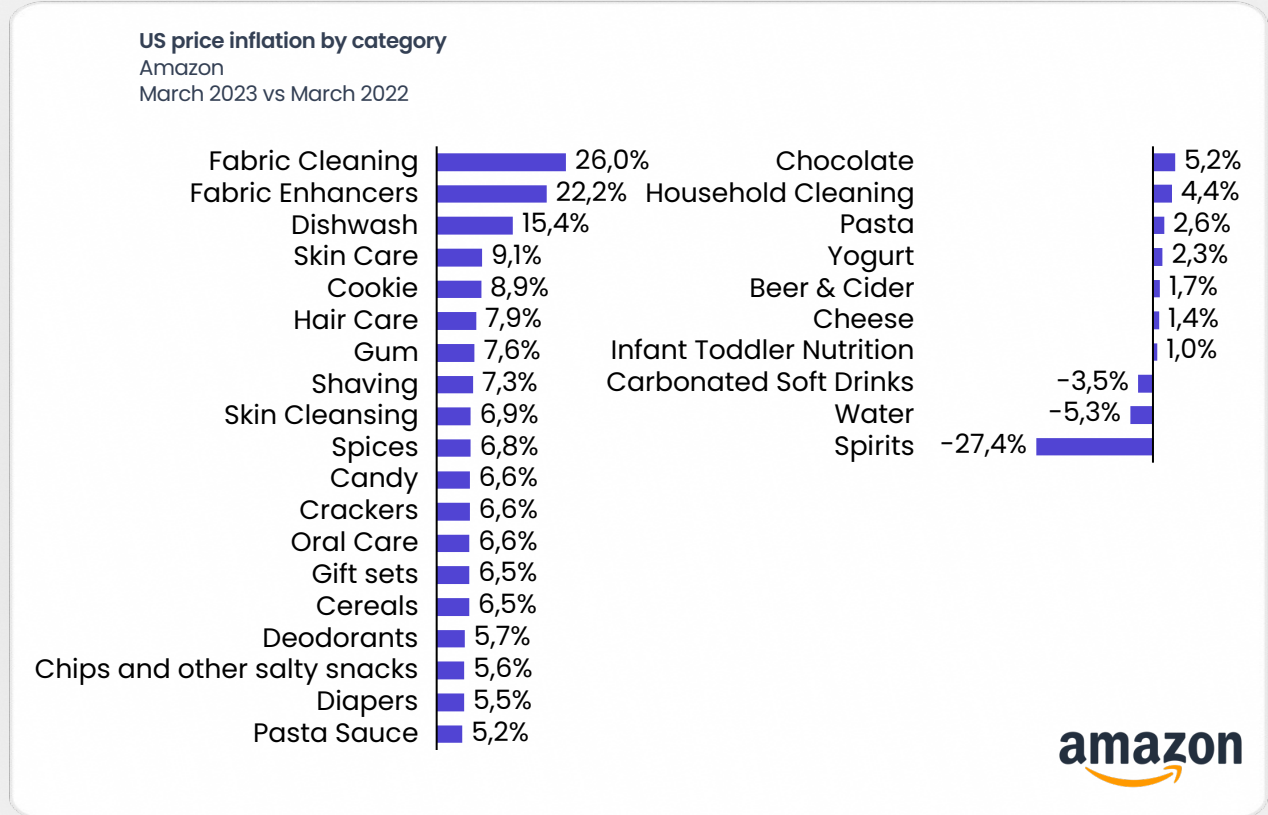
US price inflation by category

Target – Pick up  
March 2023 vs March 2022





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



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