

List of Merchandise Groups Covered

Edible Grocery



- Fresh Produce
- Fresh Meat & Seafood*
- In-Store Bakery/Deli
- Packaged Bread/Bagels/Rolls
- Refrigerated Packaged Meats
- Dairy Products
- Frozen Foods
- Refrigerated Baked Goods
- Cereal, Breakfast Foods
- Shelf Stable Goods*
- Snacks/
 - Wholesome Snacks
- Baking Goods
- Side Dishes, Grains
- Sauces, Spices and Seasoning
- Condiments, Dressings
- Home Meal Replacement Solutions
- Beverages*
- Ethnic Foods
- Organic Foods
- Candy, Chocolate, Gum and Mints, Throat Lozenges/Cough drops
- Canned Goods & Soups*

Household Products



- Dish/Laundry Soap
- Trash Bags
- Cleaners
- Air Fresheners
- Sanitizers
- Paper/Tissue Products
- General Merchandising/ non-grocery items*
- Stationary & Office Supplies*
- Celebration and Party Supplies*
- Family Entertainment*
- Baby Food and Baby Care
- Pet Food and Pet Care

Health and Beauty Care



- Hair Products
- Cosmetics
- Facial, Hand and Body Skincare
- Shaving
- Razors
- Deodorant
- Oral Hygiene
- Feminine Hygiene
- Medicine
- Pain Relievers
- Vitamins
- Eye Care
- First Aid

*Updated from 2016 survey