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price, place, and promotion). Although the book covers everything very well, it tends to become very repetitive, with the same examples cited over and over.

### **Amazon.com: Customer reviews: Grocery Revolution: The New ...**

Grocery Revolution: The New Focus on the Consumer. Barbara E. Kahn, The Wharton School, The University of Pennsylvania. Leigh M. McAlister, University of Texas, Austin

### **Kahn & McAlister, Grocery Revolution: The New Focus on the ...**

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Established players currently dominate the food and grocery sector. Walmart held a 16% share of the market in 2016, followed by Kroger at 7.2%, according to GlobalData. But the dominance of these giants will be challenged as 2020 approaches. A primary reason for this new dynamic is an increasing array of grocers entering the market.

### **What Will the Grocery Industry Look Like in 2020? - OneSpace**

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### **THE GROCERY REVOLUTION - Food Marketing Institute**

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