Analyzing Kroger's 4Q23 Results

By Claire McBride // March 7, 2024 // Briefings, Forecasts, Research

March 7, 2024

Kroger's 4Q and full year 2023 results published this morning were a continuation of trends seen during the last several quarters.

Decelerating top line growth (adjusted comps +0.1%) was driven by moderating inflation and a challenging consumer backdrop, although Kroger is seeing more positive performance with its mainstream and upscale customer cohorts. In addition, eCommerce was the relative bright spot as digital sales grew +10% and strong Kroger Precision Marketing (KPM) growth helped profitability.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

Join Today

Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.