

Kroger Analysis: Financials, Digital Trends, and KPM Updates

By Claire McBride // June 26, 2025 // Briefings, Forecasts, Research

***TL;DR:** Our analysis highlights steady but modest growth through 1Q25, with forecasts pointing to limited volume upside and ongoing competitive pressures. Key developments include intensifying trade activity, ongoing private label expansion, evolving digital priorities under Kroger's new eCommerce unit, and good-not-great performance and innovation within Kroger Precision Marketing (KPM).*

8 minute read

This report provides Stratably's mid-year analysis of Kroger, spanning the company's 1Q25 results and key developments across its growth drivers. We cover recent financial performance, tariff-related impacts Kroger faces, the evolving pricing and promotional environment, digital and eCommerce trends, and the latest updates to Kroger Precision Marketing (KPM).

The report is designed to help consumer brands evaluate Kroger's current trajectory to sharpen their forecasts for 2025-2026 and identify key opportunities and watchouts for strategic planning and tactical execution.

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