

Kroger Investor Day 2026: Key Takeaways for Consumer Brands

By Russ Dieringer // October 21, 2026 // Research

TL;DR: Kroger shared a credible, if not modest, plan at its Investor Day, including a 3% comp run rate by 2029, \$5 billion of price investment funded by cost savings, private label penetration reaching 40% of sales, 110 new stores, and a 30% eCommerce penetration ambition. In addition, Kroger is shifting to simpler promotions favoring everyday low price and taking a firmer posture when evaluating supplier price increases. The plan aims to fix execution gaps more so than offering a disruptive vision that will win back share from non-traditional grocers Walmart, Amazon and club. Our recently published Kroger forecasts remain unchanged.

8 minute read

Kroger hosted its first Investor Day under CEO Greg Foran yesterday in New York, introducing its new three-year framework. The presentation was long on operating detail and short on surprises.

For brands, three points stand out:

1. Kroger is a well-executed version of the traditional grocer format that is losing share. Foran said as much himself: costs grew faster than sales, value perception weakened, capital earned poor returns, and “we lost share” over recent years. The plan is meant to fix those four things, but it does not change the direction of grocery dollars shifting online and towards non-traditional grocers within mass (including Amazon) and club.
2. The promotion-to-everyday-price shift and the supplier cost posture are the two items with direct consequences for trade budgets and line reviews. Both are already in motion.
3. Kroger’s own growth ambition confirms the takeaways we shared in our recently published U.S. grocery forecast: [every incremental dollar of growth for Kroger is coming from digital channels with stores flat at best](#).

Our analysis covers:

1. What Kroger committed to
2. Competitive position: a strong operator in a weakening format

3. Nate Faust's eCommerce and retail media section
4. The four changes that matter for brands
5. Whether brands should rethink Kroger's priority
6. How Investor Day compares with our September U.S. grocery forecast

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