
Kroger SWOT Analysis and Multi-Year Forecast

By Claire McBride // September 29, 2025 // Forecasts, Research

***TL;DR:** Kroger continues to deliver modest topline growth with digital driving the majority of gains, but consumer brands face margin pressures, rising promotional asks, and private label momentum.*

1 minute read

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Our Kroger SWOT Analysis and Multi-Year Forecast is designed to give you a clear, actionable view of Kroger's outlook and what it means for your business.

What it is:

A concise, insight-heavy report covering Kroger's annual and quarterly forecasts, a new SWOT analysis, and key "Areas to Watch" for consumer brands.

Why it matters:

- Kroger is a top 3 grocery account for most brands, delivering stable growth but demanding sharper value and more trade support to keep share.
- Its digital business is now the primary growth engine, requiring brands to rethink investment allocations and stay up to date on evolving eCommerce levers.
- Kroger Precision Marketing is a critical lever for Kroger's growth and profitability, meaning brands need a clear plan for when and how to lean in.
- Margin pressure and private label growth are intensifying, creating a tougher backdrop for suppliers.

How to apply it:

- Use our annual and quarterly forecasts to set realistic expectations for Kroger relative to Walmart, Albertsons, and the broader grocery market.

- Leverage the “Areas to Watch” to anticipate asks across promotions, Kroger Precision Marketing, and digital fulfillment.
- Use the SWOT to prepare for your next JBP or internal planning session, aligning sales, marketing, and finance on what matters most in 2H25 and 2026.

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