

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

Log into access the full report linked at the bottom

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.

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

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](#)