

# Navigating Increasing Promotional Intensity in the U.S. Retail Market

By Russ Dieringer // November 7, 2024 // Research, Webinars

**TL;DR:** Brands should expect the value-focused consumer to persist through 2025, driving heightened promotional activity across retailers.

3 minute read

Stratably hosted Mark Stamps and Jackie Lewis from Harvest Group to discuss the increasing promotional environment in the U.S. retail market.

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