

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.

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](#)