

A woman with dark hair tied back, wearing a white leather jacket over a grey ribbed top, is smiling and looking down at a small glass jar she is holding in her right hand. In her left hand, she holds a black smartphone. She is standing in a grocery store aisle, with shelves of products visible in the background. A large green diagonal graphic element is on the left side of the image.

KANTAR

Giant Eagle

The Five Slides You Need

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May 2026

REGION: USA

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Giant Eagle SWOT analysis

Strengths

- Major \$100 million investment strengthening value quality and experience
- Seasonal pricing cuts reduce costs on key essentials
- Strong omnichannel loyalty growth with 53,000 new households added
- Extensive monthly personalized offers through myPerks
- Retail media expansion through Leap driving higher digital engagement
- In-store retail media scaled via Grocery TV partnership

Opportunities

- Expanding seasonal pricing to deepen value leadership perception
- Revamping myPerks loyalty offer to better enable supplier partnership
- Expanding Market District to strengthen urban growth footprint
- Growing retail media to unlock new revenue streams for brands
- Personalizing omnichannel journeys to increase retention and basket size
- Innovating digital shelf tags to enhance real-time value communication
- Expanding specialist staffing to elevate fresh differentiation

Weaknesses

- Customer satisfaction scores lagging major supermarket competitors
- Persistent shopper price concerns despite recent investment efforts
- Thin margins pressuring ability to balance quality and value
- Recent GetGo divestiture reducing multi format ecosystem scale
- Execution complexity rising with multiple tech and loyalty platforms
- Store remodel requiring significant capital and time to complete

Threats

- Intensifying competition from Walmart, Aldi, and regional entrants
- Wegmans and Meijer planning to enter Giant Eagle's core markets
- Macro pressure on budgets driving deal-seeking behaviors and ongoing cross-shopping
- Digital transformation complexity risking operational misalignment
- Digital and delivery expectations rising faster than store operations can handle
- Reliance on urban development impacting Columbus Market District success
- Ongoing supply fluctuations threatening consistent value delivery

Giant Eagle/Giant Eagle Marketplace shopper profile



Percent of US shoppers
who shopped Giant Eagle

5%

Top retailers cross-shopped outside of channel	
Amazon.com	77%*
Target	55%
Walmart/WMSC	54%
Dollar General	47%
Dollar Tree	47%

* Read as: 77% of Giant Eagle shoppers also shop at Amazon.com.

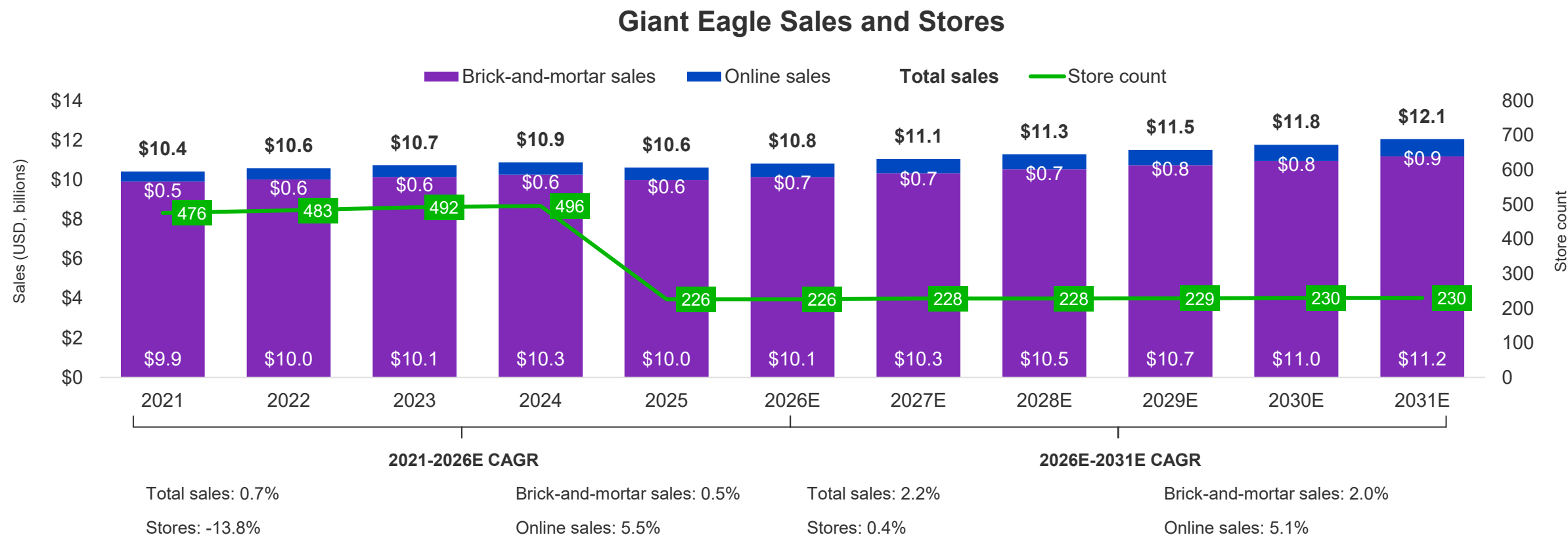
Top retailers cross-shopped within channel	
Aldi	49%*
Walmart Neighborhood Market	38%

* Read as: 49% of Giant Eagle shoppers also shop at Aldi.

Shopper profile	All shoppers	Past four-week Giant Eagle shoppers
Age		
18-34	29%	39%
35-44	17%	24%
45-54	16%	15%
55+	39%	22%
Household income		
<\$25K	12%	7%
\$25K-\$49.9K	20%	15%
\$50K-\$74.9K	15%	14%
\$75K-\$99.9K	13%	18%
\$100K+	39%	45%
Presence of children <19 in household		
Yes	38%	54%
No	62%	46%

Note: Bolding/highlighting indicate a significant difference between column percentages (95% confidence level).

Giant Eagle financial performance and outlook



Note: Segments may not add to total due to rounding. Data is as of May 2026.

Giant Eagle strategy

The ‘Because It Matters’ strategy will guide the retailer’s growth in coming years

“Because It Matters” strategy overview

- “Because It Matters” is Giant Eagle’s \$100 million multiyear growth strategy focused on value, fresh quality, and experience.
- The plan lowers prices on high-frequency items, runs events like one-week \$1 deals, and layers loyalty rewards and app discounts on top.
- The strategy’s investment and focus will be used to upgrade fresh departments, remodel stores and pharmacies, expand delivery and app features, and implement trained Service Ambassadors so stores feel worth the trip.

1 Better everyday value

- Giant Eagle is making value more visible through seasonal pricing, \$1 events, app offers, and stronger myPerks personalization.
- The retailer lowered prices on more than 300 frequently purchased items after summer and produce-focused price investments in 2024.
- This move suggests Giant Eagle knows it must improve its price perception on known value items, not just through broad promotional activity.
- Value now looks more targeted and measurable, with pricing, digital offers, and personalized rewards working together to defend core trips.

2 Better quality and service

- Giant Eagle is reinforcing supermarket strengths by investing in trained food specialists, fresh standards, and more consistent service in stores.
- Giant Eagle’s is focused on elevating the experience with improved produce; daily delivery; and expanded training for butchers, bakers, decorators, cheesemongers, and Service Ambassadors.
- Like other regional grocers, Giant Eagle is building point of differentiation where mass and discount players are weaker, especially in quality and service levels..
- The focus is elevating the shopper experience from quality, fresh products to increased investment into training and elevating customer service facing rolls.

3 Better shopping experience

- Giant Eagle is investing to make trips easier and more modern through remodels, pharmacy expansion, new carts, and broader delivery access.
- The plan includes remodels at a dozen supermarkets, renovation of more than 60 pharmacies, and delivery from 33 additional locations.
- Recent pharmacy moves also extend the experience strategy, including Rite Aid prescription transfers and new stand-alone pharmacy conversions.
- Together, these actions show Giant Eagle is treating convenience, access, and physical environment as drivers of loyalty and household retention.

What do Giant Eagle's initiatives mean for suppliers?

Align to the core business reset.

Giant Eagle is reallocating attention and capital toward grocery, pharmacy, loyalty, and store execution after selling its GetGo convenience format. Offer plans that connect to traffic, basket, retention, and visible shopper impact.

Lead with proof, not promise.

The strategy is built on execution that shoppers can see in price, quality, service, and experience. Show how programs will improve trips quickly with clear measures and limited operational drag.

Win known value items.

Giant Eagle is lowering prices on frequently purchased items and pairing that with stronger personalized offers through myPerks. Build opening-price-point architecture and promote items shoppers compare most often.

Support measurable value mechanics.

The retailer is moving beyond broad promotions toward seasonal pricing and more targeted digital savings. Present offers that can flex by mission, household, and trip without adding shelf complexity.

Back fresh credibility with execution.

Giant Eagle is investing in produce standards, specialist labor, and stronger service training to protect differentiation. Improve fill, condition, freshness, and handoff quality in the departments that shape trust.

Make service easier to deliver.

Giant Eagle is raising expectations for in-store knowledge and customer support through broader training and Service Ambassador tools. Simplify assortment stories, packaging cues, and selling materials that help associates answer quickly.

Design for easier trips.

Giant Eagle is linking remodels, pharmacy upgrades, delivery growth, and physical trip improvements into one experience agenda. Offer ideas that reduce friction across browsing, ordering, pickup, and repeat trips.

Think beyond the center-store shelf.

Pharmacy access, delivery availability, and store environment are shaping the experience as much as the assortment itself. Build plans that fit the full household journey, not just one aisle.

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