

THE MICROTREND: PRESCRIPTION SUPERMARKETS

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As part of our dedicated Retail sector coverage, **Prescription Supermarkets** unpacks how grocery retailers are assuming a new role as dietary advisers, educating consumers and providing personalised health and nutrition guidance as an in-store service for shoppers.

With the Food Marketing Institute's reporting that 55% of consumers see their primary grocery store as an ally in their wellness efforts, this mindset brings a new opportunity for retailers to step up their efforts to engage health-driven shoppers.

Some, such as supermarket chain **Hy-Vee**, are attempting to help customers manage chronic conditions through diet. Hy-Vee has introduced dietitian-led store tours across 190 locations that focus on nutritional aspects of managing three major diet-related conditions: diabetes, hypertension and high cholesterol.

Redefining the role of the neighbourhood store as a one-stop wellness destination, Iowa's **HealthMarket** offers a range of health-related amenities and brings groceries, a pharmacy, a health clinic, a sports nutrition area and an adjacent fitness centre under one roof.