

## Consumer Buzz

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### 2017 Grocery Trends

*Ann-Marie Vazzano*

Faster checkouts and more digital connections top the list of grocery shopping trends for 2017, according to GroceryStories.com. John Karolefski, supermarket analyst and GroceryStories.com purveyor, also anticipates more diverse produce, increased availability of meal kits and better access to product information. He says these trends will improve customer loyalty and create a more enjoyable shopping experience for customers. **GP**