



The Expansion of Modern Grocery Retailing and Trade in Developing Countries

Sharad Tandon, Maurice R. Landes, Andrea Woolverton

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Domestic and multinational modern grocery retailers are accounting for an expanding share of food sales in many developing countries, with potentially significant implications for food demand and trade. This report examines two mechanisms that are potentially important in driving the growth in modern food retailing. First, modern retailers may be meeting rising demands for dietary diversity, shopping and preparation convenience, and food safety that are commonly associated with rising incomes among some groups of consumers. Second, modern grocery retailers may be investing to improve the supply chain and reduce food prices, which can lead to a stream of efficiency gains to be shared between producers and consumers. Such efficiency gains are likely to be more significant in a developing-country context than in more developed countries because lower income consumers tend to be more responsive to income and price changes, and because agriculture and food account for large shares of both income and expenditures in developing-country households.

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