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**Driscoll's emerges as one of America's top retail grocery brands**

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[Driscoll's](#) has secured a spot among the top ten retail grocery brands based on data from Circana, a prominent authority on consumer behavior and supermarket retail sales tracking. The mid-year 2023 rankings confirm Driscoll's position across traditional grocery retailers, and furthermore demonstrates the company's consistent leadership in the food industry. Driscoll's has added a tenth of a share point in the last four years it has appeared on this list, compared to several-higher ranked center-store brands, which have lost share points.

In an era where retail sources account for over 85 percent of the annual 600 billion eating occasions, food companies must stay attuned to evolving retail trends to maintain their competitive edge. Today's discerning shoppers are channel shifting, from discounters to big box supercenters, club stores, convenience stores and online platforms. The prominence of the fresh food perimeter departments (produce, meat, deli, bakery, seafood and floral) continues to grow with fresh representing 45 percent of retail food and beverage sales. In 2022, Driscoll's also ranked as one of the top 25 food brands in terms of dollar sales across the entire United States.

“Amidst transformative changes happening in the retail sector, Driscoll's has seized opportunities for growth not only as a produce company, but as a competitive food brand,” said Jonna Parker, principal, fresh foods team lead at Circana. “Fresh brands are bigger than people think, and Driscoll's position as the seventh largest brand in food retail based on dollar sales, and the largest within produce, is impressive.”

“At the center of our brand success is our dedication to bringing great tasting strawberries, blueberries, raspberries and blackberries to market,” said Frances Dillard, vice president brand and product marketing. “Driven by our brand promise of Only the Finest Berries, our flavor innovation and differentiation is derived from our proprietary varieties that are exclusively grown by a network of more than 900 independent growers.”

As the driving forces behind shopping disruption, millennials and Gen Z are revolutionizing the retail landscape as digitally connected consumers. Utilizing the power of digital platforms, they effortlessly discover, decide and make online purchases. Recognizing the significance of prioritizing the consumer, leading brands have embraced this shift and gained a deep understanding of how and where to engage with shoppers. They leverage this knowledge to expand their customer base, foster category growth and explore product innovative. By staying attuned to the evolving needs of these tech-savvy generations, these brands are poised to thrive in this era of retail transformation.

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