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Retail Trade Channel and Sub-Channel Overview

Trade Channel	Description	Sub-Channel
Supermarket	Grocery store with +$2MM/year ACV (FMI) • Includes all Supercenters • Includes all chain and independent stores	• *Conventional Supermarket* • *Limited Assortment* • *Natural/Gourmet Foods* • *Supercenter* • *Cash & Carry Warehouse* • *Military Commissary*
Superette	Grocery store with $1MM-$2MM/year ACV	• *Superette*
Convenience Store	Small format store selling high convenience items such as beverages, snacks and tobacco plus limited grocery items including milk and bread (NACS) • May also sell gasoline and offer fast food services • 500-1500 SKUs and 800-3000 Square Feet	• *Conventional* • *Military* • *Gas Station/Kiosk*
Drug	Health and beauty care (HBC) retailer or independent pharmacy.	• *Conventional* • *Rx Only & Small Independent Drug*
Mass, General Merchandiser, and Dollar Stores	High-volume store with large selection of household goods, general merchandise and/or HBC, food and paper products.	• *Mass Merchandiser* • *General Merchandiser* • *Dollar Store* • *Military Exchange*
Wholesale Club	Membership store offering a large variety of consumer products.	• *Conventional*
Liquor Store	Retailer catering to consumers whose primary destination is alcoholic beverages.	• *Super Store* • *Conventional* • *Military* • *Wine Specialty* • *Beer Specialty*
Cigarette Outlets	Retailer catering to consumers whose primary destination is the purchase of cigarette & e-cigarette products.	• *Conventional* • *Vape Store*
Category Killer	Large format store dominating a specific category within the market.	• *Auto Aftermarket* • *Beauty Care* • *Books* • *Computer Stores* • *Consumer Electronics* • *Craft/Hobby* • *Department Store* • *Discount Department Store* • *Family Apparel* • *Home Improvement* • *Home/Bed/Bath* • *Office Supplies* • *Sporting Goods* • *Farm and Feed* • *Nutraceuticals*

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Pet Stores	Retail location whose primary purpose is the sale of animal supplies, various pets, and accessories.	• *Pet Superstore* • *Neighborhood Pet* • *Vet Clinic*
Fulfillment Centers	Dedicated, stand-alone physical location supporting the pick-up or delivery of e-commerce shopping.	• *Fulfillment*
Cannabis	Retailer catering to consumers whose primary destination is marijuana for medical or recreational use.	• *Medical* • *Recreational* • *Combination*

Technical Support

If you require further assistance, please contact the Environics Analytics support team between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at support@environicsanalytics.com or 888.339.3304.