

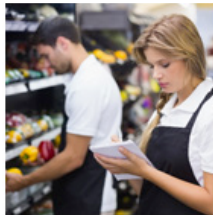


With the finalization of Amazon's purchase of Whole Foods, they promised to cut pricing immediately. And as other news outlets have reported (and Market Track confirmed), they did in fact cut in-store prices.

But how well did they deliver on the promise of low prices across the entire channel portfolio? As a company that now has multiple distribution channels at their disposal for grocery products – whether in-store, via Instacart, or via AmazonFresh – Amazon (through Whole Foods) now must deal with the same channel harmonization issues the rest of the industry faces.

[Download a snapshot comparison](#) of Whole Foods' multi-channel pricing post Amazon acquisition today to better understand the work-in-progress that is Amazon + Whole Foods.

Market Track's Latest Amazon Insights



AMAZON IS ASKING THE RIGHT QUESTIONS

Market Track CEO Dennis Moore examines the tough questions traditional retailers need to ask when going up against Amazon and Whole Foods. [Read more](#)



RETAILERS NOT THE ONLY ONES FEELING THE AMAZON/WHOLE FOODS HEAT

Ryne Misso discusses Amazon's expanded private label offering and its potential impact on national brands. [Read more](#)



WHOLE FOODS PRICING ANALYSIS

Our snapshot comparison of Whole Foods' multi-channel pricing post Amazon acquisition will help you understand the work-in-progress that comes with these companies joining forces. [Read more](#)

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