

## 2025 USA Success Strategies

USA development represents the largest opportunity for international brand owners. Most companies sell to the USA, but their business is underdeveloped relative to potential in this affluent country of 342 million people and 502 retailers.



### Retailer Prioritization: From High Class to Mass

Target upscale retailers like Fresh Market, Gelson's, & Kings. Walmart, Winco, and Winn Dixie come later.



### Regional Focus Optimizes Resources

Concentrate on one region like the Northeast USA. This stretches marketing investments and brand awareness.



### Target Retailers Ranked 51-458

The top 50 chains are expensive to activate. Many important smaller and independent chains exist that are willing to try a new brand and are more cost effective to work with.



### Costco USA: \$190 Billion in Sales

Costco is willing to pioneer true innovations. Massive volume if you follow their rules.



### Avoid Private Label and Foodservice

Private Label represents 19% of sales value and Foodservice is declining. Both channels are dominated by massive USA players. Tough for overseas suppliers to compete.



### UNFI & Kehe: Logistics Partners

UNFI & Kehe are essential supply chain wholesalers. Allocate investments to chain retailers vs. wholesalers.



### Brokers Own Customer Relationships, Not Importers

Brokers are the key outsourced sales partners for the supermarket channel. Importers depend on brokers too!



### 578 USA Food Brokers: All Types

"Big 3" brokers are different vs. small operators. Search for category local specialists, with strong key account contacts, and motivated to work with you. Export Solutions database tracks 578 brokers, by specialty / state.



### Show Up: Key Account Calls/Market Visits

Brokers expect you to work "side by side." Attend customer calls and conduct store checks.



### Treat USA as Your Home Country

How do you market your brand at home? You will not win treating USA as niche export country #51.

## Export Solutions Retailer Database tracks 502 USA Retailers!

### Hire a USA Expert

- USA strategy recommendation
- Category analysis and plan development
- Identify priority channels, regions, and retailers
- Broker/Distributor identification Specialist
- Have a USA pro with 20+ years experience on your team



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