

# North Dakota Independent Grocer Viability Study



Local grocery stores are disappearing.



We are conducting an assessment of the pressures facing independent grocers statewide and the impacts on the people and economies that depend on them.

## What are we finding?

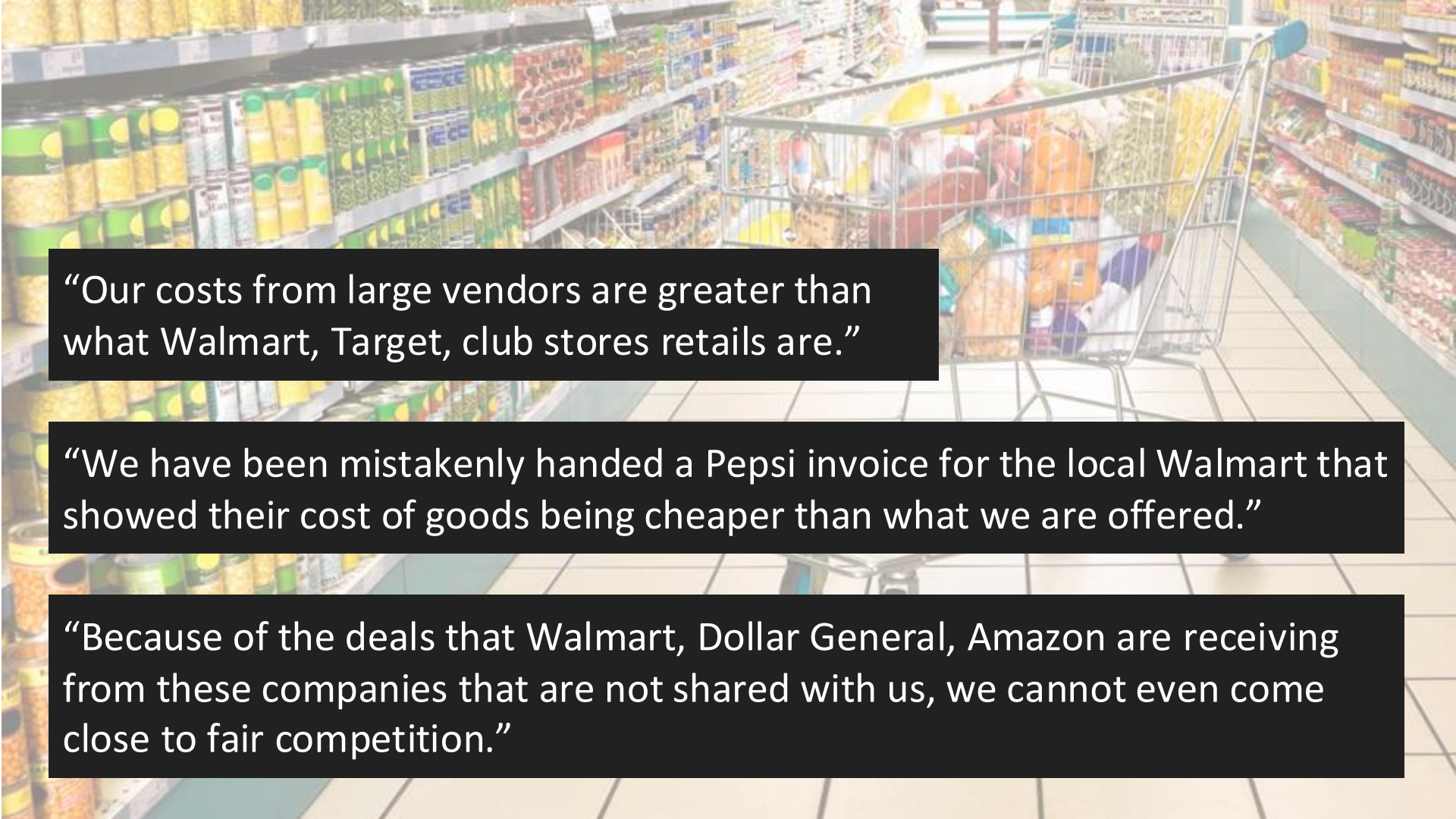
76% serve populations of 2500 or fewer

63% unable to meet volume requirements for specific products

86% pay more wholesale than competitors charge resale

90% lost customers due to wholesale pricing disadvantage

Source: Center Market Strategies, Survey for Independent Grocers in North Dakota (2026)

A photograph of a supermarket aisle with a shopping cart filled with groceries. The cart contains various items including a large yellow bag, a red bag, a blue bag, and several boxes of cereal. The shelves on either side are stocked with various products, including canned goods and packaged snacks. The floor is made of light-colored tiles.

“Our costs from large vendors are greater than what Walmart, Target, club stores retails are.”

“We have been mistakenly handed a Pepsi invoice for the local Walmart that showed their cost of goods being cheaper than what we are offered.”

“Because of the deals that Walmart, Dollar General, Amazon are receiving from these companies that are not shared with us, we cannot even come close to fair competition.”

# We want to hear from you!

**Today: 4:30 - 5:15 PM** How Do Small Grocers Navigate Market Dynamics? A Roundtable Discussion (Dakota)

## Contact us:

Kiki Hubbard  
kiki@seedheadstrategies.com  
(406) 544-8946

