

Trends & Disruptions in Grocery Retailing

Joep van der Plas
TU Eindhoven
ELS BREUGELMANS
KU Leuven
Trang Bui
Tilburg University
Ka Wing Chan
University of New South Wales

Cite as:

van der Plas Joep, BREUGELMANS ELS, Bui Trang, Chan Ka Wing (2025), Trends & Disruptions in Grocery Retailing. *Proceedings of the European Marketing Academy*, 54th, (125037)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

