

MyCategory

Robust view of financial and operational performance



See Tomorrow. Act Today.

Collaborate with your Kroger Category Managers to improve your sales and profitability for each Division. Measure your performance against the Kroger budget, and against past periods.

These powerful metrics are updated daily, providing a comprehensive, integrated view of your total financial and operating performance at Kroger.

- Gross Margin Return on Inventory Investment (GMROII)
- Promoted and Non-promoted Out-of-Stocks Turn
- Lost sales from Out-of-Stocks
- Average DC Turns
- Average Store Turns
- Gross Margins
- Promotional sales
- Total sales



- Grow Profitability
- Reduce Working Capital
- Improve collaboration and planning with Kroger Category Management

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