

Abstract

Retailers offering products across multiple sectors make product provision decisions by factoring in consumers' multi-purchasing behaviors. This leads to interdependencies in product selection across different categories, particularly when those categories are complementary. I examine how changes in product offerings within one sector influence retailers' choices in both their own and complementary categories, focusing on the U.S. yogurt and granola industry, which experienced the Greek yogurt boom initiated by Chobani in late 2007.