



**FOOD MARKETING INSTITUTE**

**Supermarket Sales by Department – Percent of Total Supermarket Sales**

<b>Departments</b>	<b>2005 Supermarket Sales (\$ Millions)</b>	<b>*2005 Percent of Total Sales</b>	<b>2010 Supermarket Sales (\$ Millions)</b>	<b>*2010 Percent of Total Sales</b>
<b>Grocery</b>	<b>\$148,530.48</b>	<b>38.76</b>	<b>\$162,077.13</b>	<b>36.50</b>
Alcoholic Beverages	\$ 13,980.45	3.71	\$ 17,882.96	4.03
Dry Grocery (Food)	\$103,461.15	27.00	\$113,500.90	25.60
Dry Grocery (Non Food)	\$ 30,411.94	7.94	\$ 30,693.26	7.00
<b>GM/HBC/Pharmacy</b>	<b>\$ 42,716.54</b>	<b>11.15</b>	<b>\$ 51,605.86</b>	<b>11.62</b>
<b>Perishables</b>	<b>\$192,085.54</b>	<b>50.12</b>	<b>\$ 230,313.13</b>	<b>50.62</b>
Meat/Fish/Poultry	\$ 50,023.00	13.05	\$ 58,047.12	13.07
Service Deli	\$ 13,325.00	3.48	\$ 14,956.82	3.30
Deli/Self Service	\$ 4,742.88	1.23	\$ 5,871.53	1.31
Floral	\$ 734.72	.19	\$ 779.27	.18
Produce	\$ 39,207.70	10.23	\$ 46,099.67	10.83
Baked Goods	\$ 12,306.94	3.21	\$ 14,060.86	3.16
In-Store Bakery	\$ 8,045.19	2.10	\$ 9,055.40	2.00
Dairy	\$ 36,195.19	9.44	\$ 38,843.53	8.74
Frozen Foods	\$ 27,504.81	7.18	\$ 29,962.53	6.74
<b>Grand Total</b>	<b>\$383,242.98</b>		<b>\$443,996.11</b>	

Source: Progressive Grocer's Annual Consumer Expenditures Study (CES): 59<sup>th</sup> Annual CES, September 15, 2006, pp. 26-50; 63<sup>rd</sup> Annual CES, September 2011, pp. 36-42..

\* Note: percentages derived by FMI from category sales figures and grand total figure published by Progressive Grocer . Percentages may not justify due to rounding.

*Key Industry Facts – Prepared by FMI Information Service, October 2011*