



FOOD MARKETING INSTITUTE

Supermarket Sales by Department – Percent of Total Supermarket Sales

Departments	2003 Supermarket Sales (\$ Millions)	*2003 Percent of Total Sales	2008 Supermarket Sales (\$ Millions)	*2008 Percent of Total Sales
Grocery	\$146,928.47	39.45	\$158,479.46	36.80
Alcoholic Beverages	\$ 13,492.01	3.62	\$ 16,772.89	3.90
Dry Grocery (Food)	\$102,263.60	27.46	\$110,926.57	25.77
Dry Grocery (Non Food)	\$ 31,172.86	8.37	\$ 30,780.00	7.15
GM/HBC/Pharmacy	\$ 39,254.74	10.54	\$ 49,163.51	11.42
Perishables	\$186,217.36	50.00	\$ 222,704.61	51.74
Meat/Fish/Poultry	\$ 49,625.00	13.33	\$ 53,208.40	12.36
Service Deli	\$ 12,920.00	3.47	\$ 14,117.60	3.28
Deli/Self Service	\$ 4,182.08	1.12	\$ 5,669.62	1.31
Floral	\$ 695.26	.18	\$ 1,800.00	.42
Produce	\$ 37,713.00	9.86	\$ 45,842.40	10.65
Baked Goods	\$ 12,124.94	3.26	\$ 13,892.98	3.22
In-Store Bakery	\$ 8,010.00	2.15	\$ 8,480.50	1.20
Dairy	\$ 34,819.21	9.35	\$ 41,149.88	9.60
Frozen Foods	\$ 27,136.88	7.20	\$ 29,463.96	6.85
Grand Total	\$372,400.57		\$430,347.58	

Source: Progressive Grocer's Annual Consumer Expenditures Study (CES): 57th Annual CES, September 15, 2004, pp. 24-49 ; 62nd Annual CES, August/ September, 2009, pp. 1 -16 of digital download report..

* 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, December 2009