



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

Supermarket Sales by Department – Percent of Total Supermarket Sales

Departments	2011 Supermarket Sales (\$ Millions)	*2011 Percent of Total Sales	2016 Supermarket Sales (\$ Millions)	*2016 Percent of Total Sales
Grocery	\$164,522.49	35.82	\$174,031.12	34.71
Alcoholic Beverages	\$ 18,379.86	4.00	\$ 23,029.56	4.59
Dry Grocery (Food)	\$116,062.60	25.30	\$121,379.37	24.21
Dry Grocery (Non Food)	\$ 30,080.02	6.55	\$ 29,622.19	5.90
General Merchandise	\$ 25,121.42	5.47	\$ 21,113.10	4.21
Health and Beauty Care	\$ 14,247.47	3.10	\$ 15,695.75	3.13
Pharmacy	\$ 13,637.76	3.00	\$ 16,027.31	3.19
Perishables	\$ 241,699.37	52.63	\$ 267,862.03	53.42
Meat/Fish/Poultry	\$ 62,038.27	13.50	\$ 69,055.05	13.77
Service Deli	\$ 15,684.82	3.41	\$ 19,221.33	3.83
Deli/Self Service	\$ 5,981.96	1.30	\$ 6,697.33	1.33
Floral	\$ 777.62	.02	\$ 918.42	.18
Produce	\$ 49,786.72	10.84	\$ 60,307.12	12.02
Baked Goods	\$ 14,367.68	3.12	\$ 14,660.31	2.92
In-Store Bakery	\$ 9,414.77	2.05	\$ 10,693.90	2.13
Dairy	\$ 41,709.94	9.08	\$ 43,405.81	8.65
Frozen Foods	\$ 30,538.05	6.50	\$ 30,845.22	6.15
Packaged Meats	\$ 11,399.54	2.50	\$ 12,057.54	2.40
Grand Total	\$ 459,228.62		\$ 501,350.81	

Source: Progressive Grocer's Annual Consumer Expenditures Study (CES): 66th Annual CES, September 2013, pp. 27 – 60.
70th Annual CES, July 2017, pp. 41- 60

* 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, January 2018