



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

Supermarket Sales by Department – Percent of Total Supermarket Sales

Departments	2010 Supermarket Sales (\$ Millions)	*2010 Percent of Total Sales	2014 Supermarket Sales (\$ Millions)	*2014 Percent of Total Sales
Grocery	\$162,077.13	36.50	\$168,018.81	34.60
Alcoholic Beverages	\$ 17,882.96	4.03	\$ 21,296.639	4.4
Dry Grocery (Food)	\$113,500.90	25.60	\$117,798.98	24.26
Dry Grocery (Non Food)	\$ 30,693.26	7.00	\$ 28,923.20	6.00
General Merchandise	\$ 24,499.49	5.50	\$ 21,172.65	4.36
Health and Beauty Care	\$ 13,840.07	3.11	\$ 14,789.54	3.04
Pharmacy	\$ 13,266.30	2.98	\$ 14,992.70	3.08
Perishables	\$ 230,313.13	50.62	\$ 260,601.71	53.67
Meat/Fish/Poultry	\$ 58,047.12	13.07	\$ 68,360.83	14.08
Service Deli	\$ 14,956.82	3.30	\$ 17,924.03	3.69
Deli/Self Service	\$ 5,871.53	1.31	\$ 6,377.48	1.31
Floral	\$ 779.27	.18	\$ 864.04	.17
Produce	\$ 46,099.67	10.83	\$ 56,098.61	11.55
Baked Goods	\$ 14,060.86	3.16	\$ 14,297.79	3.00
In-Store Bakery	\$ 9,055.40	2.00	\$ 10,139.00	2.08
Dairy	\$ 38,843.53	8.74	\$ 44,107.82	9.08
Frozen Foods	\$ 29,962.53	6.74	\$ 30,180.38	6.21
Packaged Meats	..\$ 16,530.13	3.72	\$ 12,251.74	2.52
Grand Total	\$443,996.11		\$ 485,475.40	

Source: Progressive Grocer's Annual Consumer Expenditures Study (CES): 63rd Annual CES, September 2011, pp. 36-42; 68th Annual CES, July 2015, pp. 62-64.

* 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, September 2015