



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

Supermarket Sales by Department – Percent of Total Supermarket Sales

Departments	2017 Supermarket Sales (\$ Millions)	*2017 Percent of Total Sales
Total Grocery	\$176,191.54	43.17
Alcoholic Beverages	\$ 23,594.65	5.78
Dry Grocery (Food)	\$124,936.86	30.61
Dry Grocery (Non Food)	\$ 27,660.03	6.77
General Merchandise	\$ 5,579.33	1.36
Health and Beauty Care	\$ 19,600.70	4.80
Perishables	\$206,677.82	50.65
Meat/Fish/	\$ 51,609.87	12.64
Deli	\$ 25,069.01	6.14
Produce	\$ 45,414.66	11.12
Bakery	\$ 9,231.02	2.26
Dairy	\$ 44,380.80	10.87
Frozen Foods	\$ 30,972.46	7.59
Grand Total	\$ 408,049.39	

Source: [Progressive Grocer's 71st Annual Consumer Expenditures Study \(CES\)](#); July 2018, pp. 33-50. See Progressive Grocer for full understanding of study methodology. Due to changes in reporting, there may not be direct comparisons to data from previous years.

* 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, June 2019