



THE VOICE OF FOOD RETAIL

Feeding Families  Enriching Lives

Supermarket Sales by Department – Percent of Total Supermarket Sales

Departments	2006 Supermarket Sales (\$ Millions)	*2006 Percent of Total Sales	2011 Supermarket Sales (\$ Millions)	*2011 Percent of Total Sales
Grocery	\$151,202.67	38.51	\$164,522.49	35.82
Alcoholic Beverages	\$ 15,310.54	3.90	\$ 18,379.86	4.00
Dry Grocery (Food)	\$105,159.21	26.79	\$116,062.60	25.30
Dry Grocery (Non Food)	\$ 30,732.91	7.83	\$ 30,080.02	6.55
General Merchandise	\$ 18,314.14	4.66	\$ 25,121.42	5.47
Health and Beauty Care	\$ 13,824.36	3.52	\$ 14,247.47	3.10
Pharmacy	\$ 12,802.44	3.26	\$ 13,637.76	3.00
Perishables	\$196,444.37	50.04	\$ 241,699.37	52.63
Meat/Fish/Poultry	\$ 50,715.45	12.92	\$ 62,038.27	13.50
Service Deli	\$ 13,577.21	3.46	\$ 15,684.82	3.41
Deli/Self Service	\$ 5,096.40	1.30	\$ 5,981.96	1.30
Floral	\$ 760.42	.19	\$ 777.62	.02
Produce	\$ 41,520.95	10.58	\$ 49,786.72	10.84
Baked Goods	\$ 12,612.50	3.21	\$ 14,367.68	3.12
In-Store Bakery	\$ 8,117.56	2.07	\$ 9,414.77	2.05
Dairy	\$ 35,952.29	9.16	\$ 41,709.94	9.08
Frozen Foods	\$ 28,091.59	7.16	\$ 30,538.05	6.50
Packaged Meats	(included in meat total above)		\$ 11,399.54	2.50
Grand Total	\$392,585.98		\$ 459,228.62	

Source: Progressive Grocer's Annual Consumer Expenditures Study (CES): 60th Annual CES, September 15, 2007, pp. 50 - 74;
65th Annual CES, September 2012, pp. 39 -77..

* 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 2012