

## Grocery Market Insights

### OVERVIEW & KEY TAKEAWAYS

- The Miami–Fort Lauderdale–West Palm Beach, FL, MSA is the sixth largest MSA in the nation, behind only New York of those along the Atlantic Seaboard. Comprised of the three most populous counties in Florida (Miami–Dade, Broward, and Palm Beach), South Florida is home to 6.3 million people.
- The metro is one of the more diverse metros, with 46% of the population Hispanic, 29% White, and 19% Black. More than 20% of the population is retirement age, age 65 and older. Residents and businesses are confined to a narrow strip of developable land between the Atlantic and the Everglades, forming a dense urbanized area that is less than 20 miles wide east to west, stretched over 100 miles north to south.
- The Miami MSA has the 12<sup>th</sup> largest GDP in the country, at \$432 billion.[1] Tourism is a major contributor to the local economy, as is agriculture, but the area’s proximity to Latin America has also made it a strategic home to the Latin American operations of many businesses. Top employers include American Airlines, Precision Response Corporation, Costa Farms, and Royal Caribbean International. Fortune 500 companies headquartered here include World Kinect, Lennar, AutoNation, Carrier Global, Ryder Systems, and Chewy.[2]
- As diverse as South Florida is demographically, that is decidedly not the case in regards to its grocery environment. Like most of Florida, Publix dominates the grocery landscape here, operating more than 250 stores and controlling more than a third of the grocery market, three times that of the next closest competitor. Publix and Walmart (with its Walmart Supercenter, Walmart Neighborhood Market, and Sam’s Club banners) combine to claim just over 50% of the grocery market. Costco, Whole Foods, and Aldi round out the top five grocers.
- Publix is eager to add to its market dominance, having the most planned, proposed, or rumored stores that we have tracked for the metro. It could potentially add another 340,000 square feet of grocery space to the market, further cementing its prominence. Publix has proven to be different than other grocers in that it is willing to support a dense network of stores with vastly overlapping trade areas. Proximity to sister stores, while certainly a factor, seems to be a secondary concern to providing convenience to its customers, and preventing incursions from competition. Other banners that appear to be focused on growth in South Florida include Aldi, Presidente Supermarket, and the Club format stores Costco and BJ’s Wholesale.



## CHAIN MARKET COMPARISON

Current (2025) Market Sales & Future Market Banner Growth

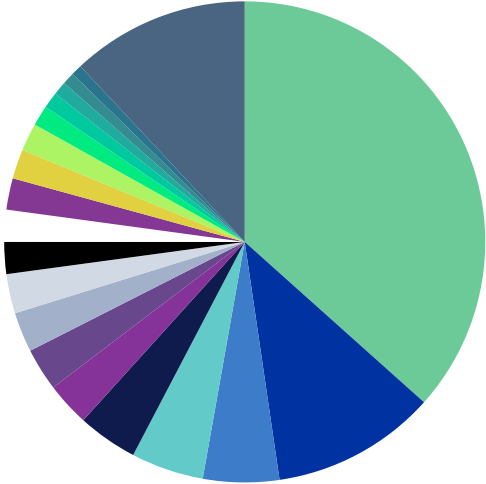
Chain Name	Number of Stores	Total		Average		Total Annual Volume	Market Share	No. of Planned Stores	Added Sales Area	Chain Percent SF Change	Projected Number of Stores	Projected Sales Area	
		Volume	Sales Area	Volume	Sales Area								\$/Sq Ft
Publix	254	<p style="text-align: center;">Complete our brief <a href="#">Contact Us form</a> to receive the full, unredacted report with detailed sales volumes.</p>	<p style="text-align: center;">Complete our brief <a href="#">Contact Us form</a> to receive the full, unredacted report with detailed sales volumes.</p>	\$9,178,503,360	36.61%								
Walmart SC	44			\$2,774,460,000	11.07%								
Costco	12			\$1,281,020,000	5.11%								
Other	96			\$1,223,190,000	4.88%								
Whole Foods	20			\$1,009,717,647	4.03%								
Aldi	56			\$740,706,909	2.95%								
Winn-Dixie	35			\$720,720,000	2.87%								
BJ's Wholesale	15			\$670,800,000	2.68%								
Walmart NM	23			\$664,820,000	2.65%								
Target	37			\$538,720,000	2.15%								
Presidente Supermarket	38			\$537,792,432	2.14%								
Fresco y Mas	23			\$530,140,000	2.11%								
Sedano's	30			\$496,860,000	1.98%								
Trader Joe's	12			\$471,640,000	1.88%								
Sam's Club	5			\$343,720,000	1.37%								
The Fresh Market	16	\$270,140,000	1.08%										
Sprouts	15	\$227,175,000	0.91%										
Key Food Supermarket	16	\$209,040,000	0.83%										
Bravo Supermarket	19	\$181,740,000	0.72%										
<b>Totals</b>	<b>766</b>	<b>\$424,440,487</b>	<b>21,171,347</b>	<b>\$554,100</b>	<b>27,639</b>	<b>\$20.05</b>	<b>\$22,070,905,349</b>	<b>88.03%</b>	<b>52</b>	<b>1,328,895</b>	<b>6.28%</b>	<b>818</b>	<b>22,500,242</b>
<b>Averages</b>													

Note: All numbers reflect Food Group data only, and are as of 2025. Market share totals exclude leakage. Future store openings include rumored, planned, and proposed stores that are being monitored

[1] Source: "Real Gross Domestic Product (GDP) (Thousands of chained 2017 dollars)," Bureau of Economic Analysis 2023 data, 2024. [2] Source: Fortune, 2024.

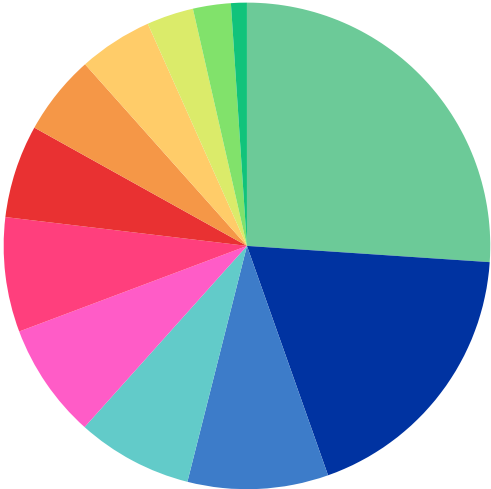
## CURRENT MARKET SHARE & EXPECTED GROWTH

Share of Supermarket Sales, Current (2025)

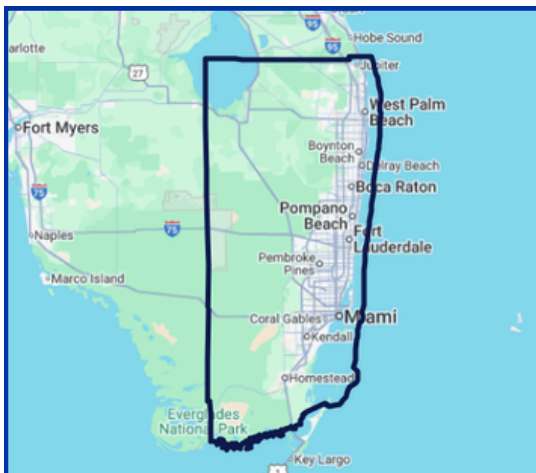


Banner	Market Share
Publix	36.62%
Walmart SC	11.07%
Costco	5.11%
Other	4.88%
Whole Foods	4.03%
Aldi	2.95%
Winn-Dixie	2.87%
BJ's Wholesale	2.68%
Walmart NM	2.65%
Target	2.15%
Presidente Supermarket	2.14%
Fresco y Mas	2.11%
Sedano's	1.98%
Trader Joe's	1.88%
Sam's Club	1.37%
The Fresh Market	1.08%
Sprouts	0.91%
Key Food Supermarket	0.83%
Bravo Supermarket	0.72%
[Leakage]	11.97%

Growing Banners, by Sales Area



Banner	
Publix	
Other	
Costco	
Presidente Supermarket	
BJ's Wholesale	
Aldi	
Whole Foods	
Target	
Walmart NM	
Sedano's	
Sprouts	
The Fresh Market	

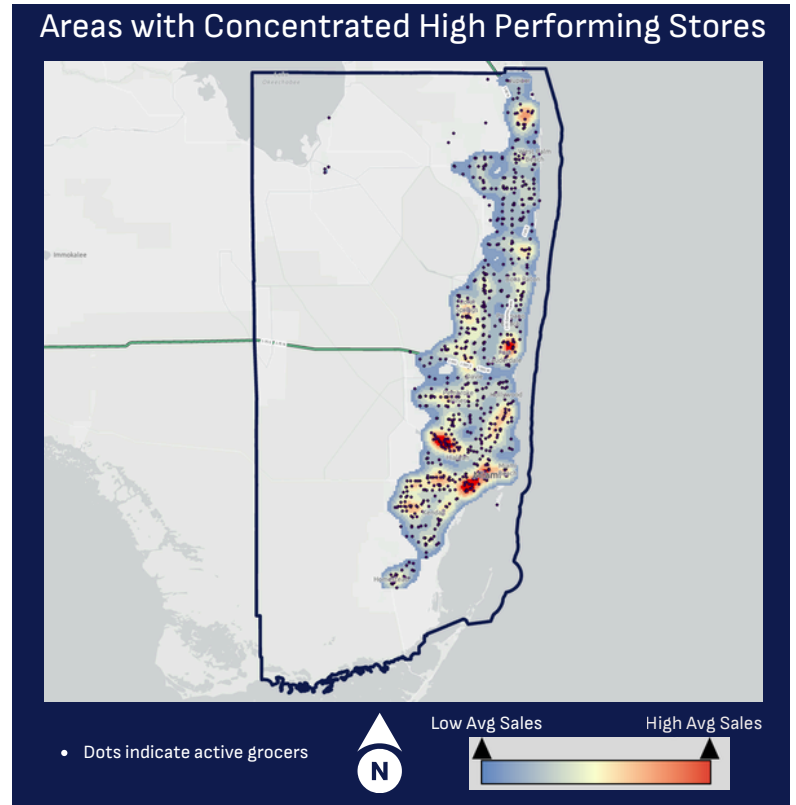


### Miami, FL, Metro Key Demographics

- Total Population: 6,261,744
- Projected Pop Growth (5yr): 3.2%
- Total Households: 2,381,469
- Median HH Income: \$76,042
- Average HH Income: \$110,914
- Bachelor's or Higher: 35.6%
- Total Number of Grocery Stores in Market (2025): 766
- Total Number of Projected Grocery Stores (2029): 818
- Major Grocer Weekly Sales in Market (2025): \$424.4M

## Areas of High-Performing Grocers

- Areas of high-performing grocers are concentrated into a few discrete pockets in the metro area. The two largest are in Miami-Dade County, and the largest of those covers Coral Gables eastward to Coconut Grove, Brickell, and across the Causeway to Miami Beach. Grocers here range from Whole Foods, Trader Joe's, and The Fresh Market to a couple of Sedano's and Presidente, as well as the ubiquitous Publix.
- The other "hotspot" is to the northwest in Hialeah, and specifically Hialeah Gardens. Here, most of the grocers are Publix and a large number of Hispanic grocers, including Sedano's, Presidente, Fresco y Mas, and several local and regional Latin grocers. Besides Publix, other major chains in the area are Walmart (a Supercenter and two Neighborhood Markets), Target, BJ's Wholesale, and Aldi. Of these, only Aldi and Neighborhood Market stray from Okeechobee Rd (US27).
- The third notable area of high-performing grocers is found in Ft Lauderdale. This area, around US1 and Oakland Park Rd, is home to familiar chains: Whole Foods, Trader Joe's, Sprouts, Target, Aldi, and a handful of Publix.
- Finally, there is a small pocket of solid performance seen to the far north in North Palm Beach. Here, Whole Foods and Trader Joe's again join the Publix mainstays.



## Grocer Spotlight: Aldi

Publix is the apex grocer in the Miami market, as it is throughout Florida. We directed the spotlight at them in our April 2025 Nashville Grocery Market Alert, as they are the fastest growing grocer in that Tennessee market and are making quite a splash. Here, in South Florida, Publix is fully entrenched and we find Aldi is the grocer that is making quite a splash.

Aldi is the value-priced sector leader nationwide, with a unique Limited Access format (now shared by Lidl in the US, Aldi's primary direct competition overseas, if not yet here in America). It focuses on private label, which comprise approximately 90% of its SKUs. The company was founded by the Albrecht brothers in Essen, Germany in 1946. It claims 1961 as its official founding date[1], and adopted the name Aldi, a portmanteau of "Albrecht Discount," in 1962. By 1966 it had separated into two financially independent companies, Aldi Nord and Aldi Sud. Aldi's US operations are operated by Aldi Sud. (Aldi Nord, meanwhile, owns Trader Joe's, which operates independently.) The first Aldi opened in Iowa City in 1976 in a converted Giant Food. Success did not come quickly, with that first store closing the following year[2]; but eventually Aldi expanded throughout the Midwest and beyond. Today, Aldi has more than 2,500 stores in 39 states and Washington DC, with plans to add about 800 more by the end of 2028.

Aldi opened its first store in Florida in 2008, and its first store in South Florida in 2010. It currently ranks a distant fifth in market share in the Miami metro, with about a 3% share. Their 56 stores place them third in terms of store count, behind Publix's 254, and Walmart's 72, aggregating Supercenters, Neighborhood Markets, and Sam's Club. RetailStat has been tracking 8 potential new store sites for the grocer in the market, but the German grocer has been making moves that could potentially dramatically grow their footprint in South Florida and the rest of the state.

In March 2024, Aldi acquired Southeastern Grocers, taking over approximately 375 Winn-Dixie and 25 Harvey's stores. (SEG also spun off their Fresco y Mas banner to a newly formed LLC.) In February 2025, Aldi sold back 170 of the Winn-Dixie and Harvey's stores, as well as all 170 Winn-Dixie liquor stores, to SEG in partnership with C&S Wholesale Grocers. Aldi maintained control of the remaining 220 former SEG stores with the intent of converting them to the Aldi format--no small feat given that the Aldi format is about 20,000 square feet and a Winn Dixie is about 48,000 square feet.[3] In northern Florida, where some conversions have already been observed, the unused space is being leased separately to other retail.

There are few details as to which specific stores are planned to be converted. SEG/C&S will manage all Winn-Dixie branded stores, including those tagged for conversion, up until the renovation process begins. What is known is that Aldi has shown itself to be fully invested in the Florida grocery market. Its footprint and its performance will certainly expand over the next few years. The grocer seems a great fit for South Florida, where value-minded residents and seasonal tourists will find convenient products that meet their needs and their budget, and transplants from the Northeast, where Aldi also has a strong presence, will find a familiar grocery environment.



Quick Facts	
Headquarters	Batavia, IL (US operations); Mulheim, Germany
Established	1961 (1966, as Aldi Sud)
Ownership	Privately-owned
In the MSA:	
Date of Entry in Metro	2010
Number of Stores	56
Total Sales Area (sf)	
Average Sales/Wk	
Highest Store Sales/Wk	
Lowest Store Sales/Wk	
Market Share	
Format	

[1] Source: "ALDI History," Aldi.com. [2] Source: Supermarket News, "The Forgotten Story of Aldi's U.S. Debut" [3] Sources: "Private Company Overview," RetailStat, July 2024 & "C&S Acquires SEG/Winn Dixie," RetailStat, February 2025.