

## Grocery Market Insights

### OVERVIEW & KEY TAKEAWAYS

- The Nashville–Davidson–Murfreesboro–Franklin, TN MSA consists of 14 counties and more than 2.1 million people. Davidson County, the core county that contains the City of Nashville, is the most populous. The MSA is the 35th largest metro in the nation and is growing rapidly, being the 11th fastest-growing metro among those with a population of 1 million or more.
- Nashville's GDP ranks as the 27th strongest metropolitan economy in the U.S.[1] Nashville is of course known for its music industry, but it is also a major center for higher education, banking, automotive, and especially healthcare, with Fortune 500 companies Community Health Systems and Hospital Corporation of America headquartered in the area. Dollar General and Tractor Supply Company are two Fortune 500 retailers headquartered in the metro.[2] Popular restaurants headquartered in the area include Captain D's, O'Charley's, Logan's Roadhouse, and J. Alexander's.
- Next to healthcare, the automotive industry has become a major component of the local economy. Franklin is home to the headquarters of Nissan North America, and Nissan also has a manufacturing plant in Smyrna. General Motors has an assembly plant in the MSA, and Bridgestone has its North American headquarters as well as manufacturing and distribution centers in the area.
- There are over 250 grocery stores in the metro. Kroger, Walmart (with both Supercenters and Neighborhood Markets represented), and Publix collectively claim more than 60% of the Nashville grocery market. The Club format stores, Costco and Sam's Club, bring the coverage to 68% for the top 5 grocery banners. Aldi sits just outside the top 5 with 2.9% of market share.
- Publix is the fastest growing of the current area grocers, with Kroger also actively considering growth in the metro. Hy-Vee has been connected to expansion in the metro for years, and is still considered a possible entrant in the future, although specific plans and timing are currently unknown.



### CHAIN MARKET COMPARISON

Current (2024) 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							
Kroger	50					\$2,368,860,000	27.79%					
Walmart SC	28					\$1,432,340,000	16.80%					
Publix	37					\$1,235,000,000	14.49%					
Costco	5					\$393,900,000	4.62%					
Sam's Club	4					\$275,600,000	3.23%					
Aldi	23					\$242,840,000	2.85%					
Other	30					\$178,100,000	2.09%					
Target	12					\$153,920,000	1.81%					
Whole Foods Market	3					\$139,360,000	1.63%					
Food Lion	8					\$113,100,000	1.33%					
Trader Joe's	3					\$95,940,000	1.13%					
Sprouts	5					\$91,520,000	1.07%					
Walmart NM	4					\$91,260,000	1.07%					
BJ's Wholesale	2					\$49,400,000	0.58%					
DG Market	7					\$44,590,000	0.52%					
Piggly Wiggly	7					\$40,300,000	0.47%					
Cash Saver	4					\$37,440,000	0.44%					
Save-A-Lot	8					\$37,440,000	0.44%					
Turnip Truck	4					\$36,400,000	0.43%					
H G Hill	4					\$35,100,000	0.41%					
K & S World Market	2					\$22,100,000	0.26%					
BJ's Wholesale Club	1					\$21,060,000	0.25%					
Chappell's Hometown Foods	3					\$18,980,000	0.22%					
The Fresh Market	1					\$18,200,000	0.21%					
Hy-Vee	0					\$0	0.00%					
<b>Totals</b>	<b>255</b>	<b>\$137,937,500</b>	<b>8,096,800</b>			<b>\$7,172,750,000</b>	<b>84.13%</b>	<b>13</b>	<b>437,100</b>	<b>5.40%</b>	<b>268</b>	<b>8,533,900</b>
<b>Averages</b>				<b>\$540,931</b>	<b>31,752</b>	<b>\$17.04</b>						

Complete our brief [Contact Us form](#) to receive the full, unredacted report with detailed sales volumes.

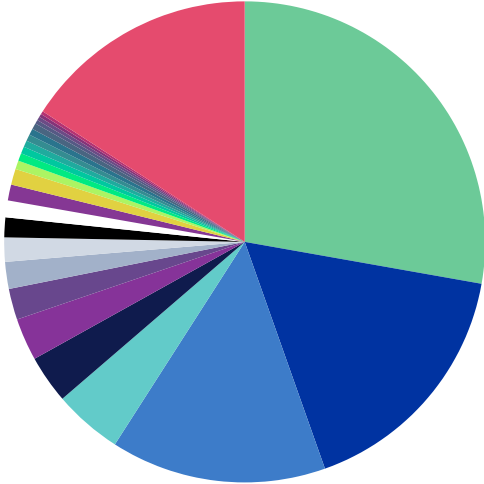
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Note: All numbers reflect Food Group data only, and are as of 2024. Market share totals exclude leakage. Future store openings include rumored, planned, and proposed stores that are being monitored

[1] Source: Federal Reserve Economic Data (FRED) St. Louis Fed, Dec 2024. [2] Source: Fortune, 2024.

# CURRENT MARKET SHARE & EXPECTED GROWTH

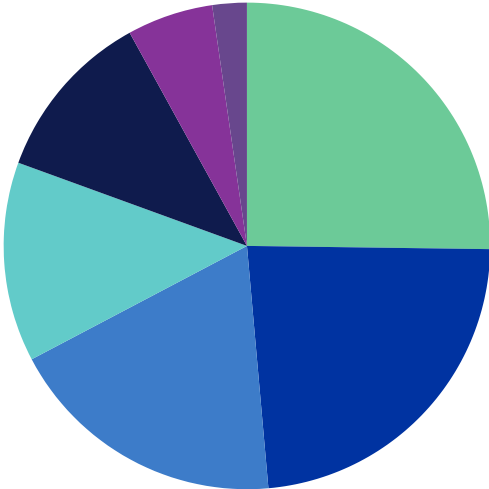
Share of Supermarket Sales, Current (2024)



Banner	Market Share
Kroger	27.79%
Walmart SC	16.80%
Publix	14.49%
Costco	4.62%
Sam's Club	3.23%
Aldi	2.85%
Other	2.09%
Target	1.81%
Whole Foods Market	1.63%
Food Lion	1.33%
Trader Joe's	1.13%
Sprouts	1.07%
Walmart NM	1.07%

Banner	Market Share
BJ's Wholesale	0.58%
DG Market	0.52%
Piggly Wiggly	0.47%
Cash Saver	0.44%
Save-A-Lot	0.44%
Turnip Truck	0.43%
H G Hill	0.41%
K & S World Market	0.26%
BJ's Wholesale Club	0.25%
Chappell's Hometown Foods	0.22%
The Fresh Market	0.21%
[Leakage]	15.87%

Growing Banners, by Sales Area



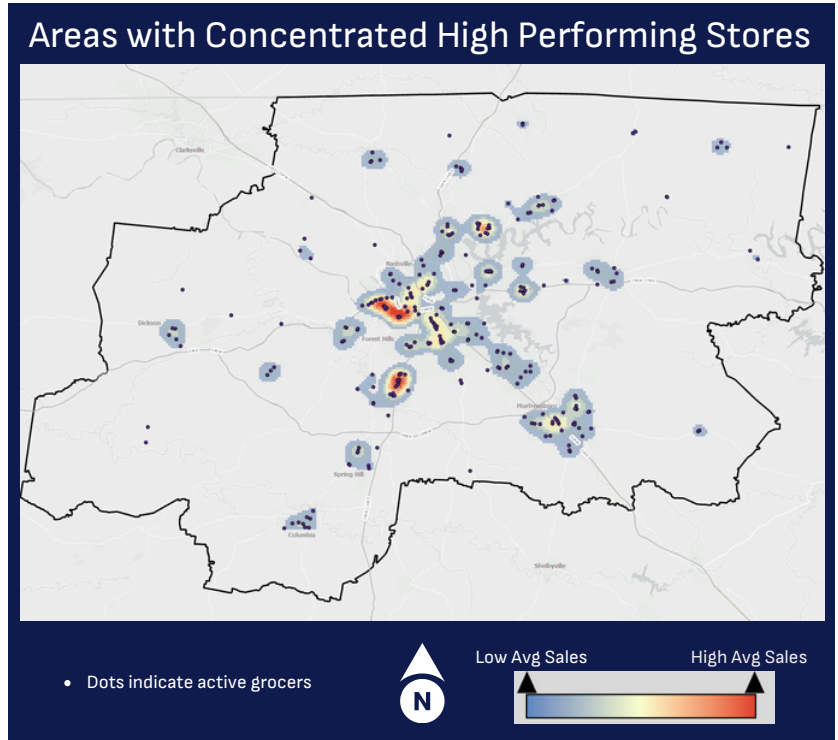
Banner
Hy-Vee
Publix
Other
Kroger
Target
Aldi
Trader Joe's



## Nashville Metro Key Demographics

- Total Population: 2,129,253
- Projected Pop Growth (5yr): 5.8%
- Total Households: 826,572
- Median HH Income: \$81,017
- Average HH Income: \$115,716
- Bachelor's or Higher: 38.7%
- Total Number of Grocery Stores in Market (2024): 255
- Total Number of Projected Grocery Stores (2028): 268
- Major Grocer Weekly Sales in Market (2024): \$137.9M

- There aren't many notable areas where grocery stores generally outperform the market overall. The largest aggregation of high performers is in southwest Nashville, in a crescent along the SH155 corridor from I-40 in White Bridge to I-65 in Battlemont. Several Kroger stores, a couple of Trader Joe's, a Whole Foods, a Publix, and a Target are among the operators in this area that contribute to the robust grocery environment.
- A smaller cluster is found along the I-65 corridor in Franklin, which sees those same banners, as well as Walmart SC, Costco, and Sam's Club.
- There aren't many other areas that show a significant differential in performance. Central Mufreesboro, Hendersonville, Madison/Goodlettsville, and Mount Juliet show some robust grocery activity.
- There aren't many high performers in the corridor from downtown Nashville, south along the Nolensville Turnpike, although Publix and Whole Foods to the north and Walmart SC to the south are exceptions. Yet, this area stands out due to the number of operators despite the dearth of star performers.



## Grocer Spotlight: Publix

Publix will forever be tied to its home state of Florida, where it dominates. It expanded outside the state in the mid-90s and has been growing throughout the southeast ever since. Tennessee became the fifth state of operations for the grocer in 2002, when Publix opened stores in Franklin and Hermitage, both in the Nashville metro. Since then, Publix has become ingrained in the Nashville market. Its 37 stores are second only to Kroger's 50, and its nearly 15% market share and more than \$1.2 billion in sales, puts it solidly at the third largest market share, about 10% higher than the next largest player.

Publix is also the most active grocer in terms of expansion in the Nashville metro. There are at least 3 new stores being planned or considered for the near future, which is about 100,000 sf of sales area possibly being added to Publix's estimated 1.2 million square feet. This would keep it within the top three in terms of sales area and in the top two in terms of store count, and could eventually move it up one spot to number two in terms of market share.

Publix is headquartered in Lakeland, Florida, midway between Orlando and Tampa. The grocer is the largest employee-owned company in the US, employing more than 255,000 people. It operates nearly 1,400 stores across 8 states, 59 of which are in Tennessee, and 37 of those in the Nashville metro. With no distribution center in Tennessee, distribution for Nashville is currently handled by the Publix DC in McCalla, AL.[1]

RetailStat provides credit ratings for 17 grocery retailers. Among those, Publix's performance remains top tier as the only grocer with an A1 rating. Despite the fact that the slowing of inflation has tempered top-line growth in the industry, FY24 sales and comps are up 4.6% and 2.9%, respectively, and the company continues to invest with a robust 4.4% capex margin, adding 43 new supermarkets and remodeling 117 across its portfolio during FY24. While the Company continues to expand organically, it has abundant capital should it decide to accelerate growth.

With the excellent corporate financials, coupled with the solid performance locally in Nashville and a proven commitment to build on that performance, Publix will continue to be a major player in the Greater Nashville grocery market. Here and elsewhere among the eight states in which it operates, it is a desirable, dependable grocer to have as an anchor in any neighborhood or community shopping center.



Publix Quick Facts	
Headquarters	Lakeland, FL
Established	1930
Ownership	Private Corp
Publix in Nashville MSA:	
Date of Entry in Metro	2002
Number of Stores	37
Total Sales Area (sf)	
Average Sales/Wk	
Highest Store Sales/Wk	
Lowest Store Sales/Wk	
Market Share	
Format	

[1] Publix.com.