

Grocery Market Insights

KEY TAKEAWAYS

- Detroit is in the midst of an economic revival, with redevelopment and investments pouring into the city
- Detroit's grocery store landscape has witnessed a slow but steady improvement in recent years
- Meijer has purchased land throughout the market and opened smaller format stores in several neighborhoods
- Target has continued to search for locations in the downtown area
- Whole Foods and Meijer now serve with stores of their own
- The Detroit Metropolitan area has 471 grocery stores, with an anticipated growth of at least 8 new stores to open
- 14 stores have been either rumored or planned to open in the next several years



CHAIN MARKET COMPARISON

2024 Current vs 2028 Weekly Projected Sales

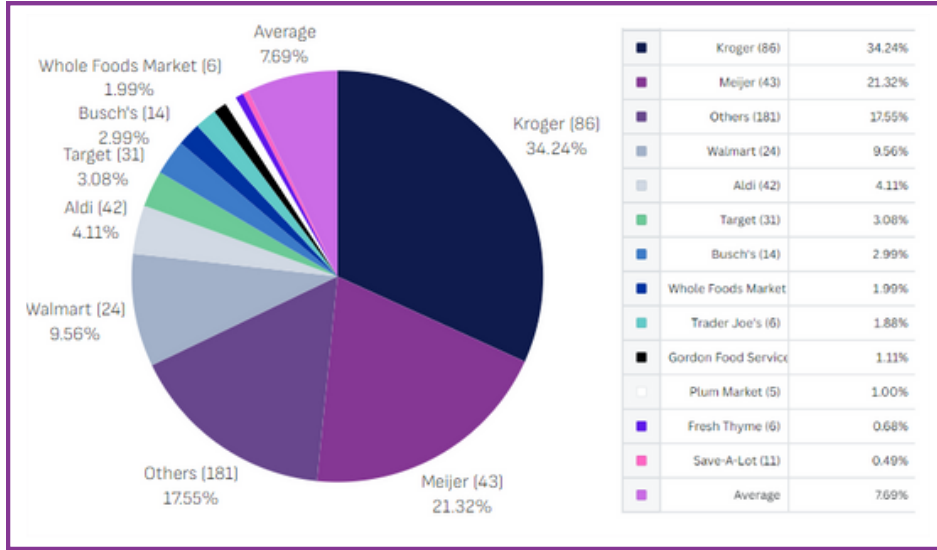
Chain	Store Count		Chain Volumes*				Share of Supermarket Sales				Chain \$/SQFT				Chain Changes				
	Mar-24	Jul-28	Total (\$000's)		Average \$000's)		Share of Supermarket Sales		Share of Supermarket Sales		Sales Area		Volume		Share of Supermarket Sales		SQFT	\$/SQFT	
	Mar-24	Jul-28	Mar-24	Jul-28	Mar-24	Jul-28	Mar-24	Jul-28	Mar-24	Jul-28	Mar-24	Jul-28	\$ (000's)	%	Points	%	%	%	
Kroger	86	86					34.24%	33.95%	4,119	4,119				10.8	-0.29%	-0.85%	0.0%	10.7	
Meijer	43	46					21.32	21.68	2,575	2,720				13.7	0.36	1.69	5.6	7.6	
Others	181	185					17.55	18.02	2,920	3,017				14.7	0.47	2.68	3.3	11.0	
Walmart	24	24					9.56	9.39	1,325	1,325				9.8	-0.17	-1.78	0.0	9.8	
Aldi	42	43					4.11	4.13	518	531				12.3	0.02	0.49	2.5	9.6	
Target	31	31					3.08	3.01	753	753				9.5	-0.07	-2.27	0.0	9.5	
Busch's	14	14					2.99	2.90	447	447				8.5	-0.09	-3.01	0.0	8.5	
Whole Foods Market	6	6					1.99	1.92	161	161				7.4	-0.07	-3.52	0.0	7.4	
Trader Joe's	6	6					1.88	1.82	58	58				8.1	-0.06	-3.19	0.0	8.1	
Gordon Food Service	16	16					1.11	1.07	192	192				8.1	-0.04	-3.60	0.0	8.2	
Plum Market	5	5					1.00	0.98	89	89				8.9	-0.02	-2.00	0.0	8.9	
Fresh Thyme	6	6					0.68	0.65	114	114				7.0	-0.03	-4.41	0.0	7.0	
Save-A-Lot	11	11					0.49	0.48	125	125				8.5	-0.01	-2.04	0.0	8.5	
Totals	471	479												11.7				1.9%	9.7%

Contact Us for the Full Report

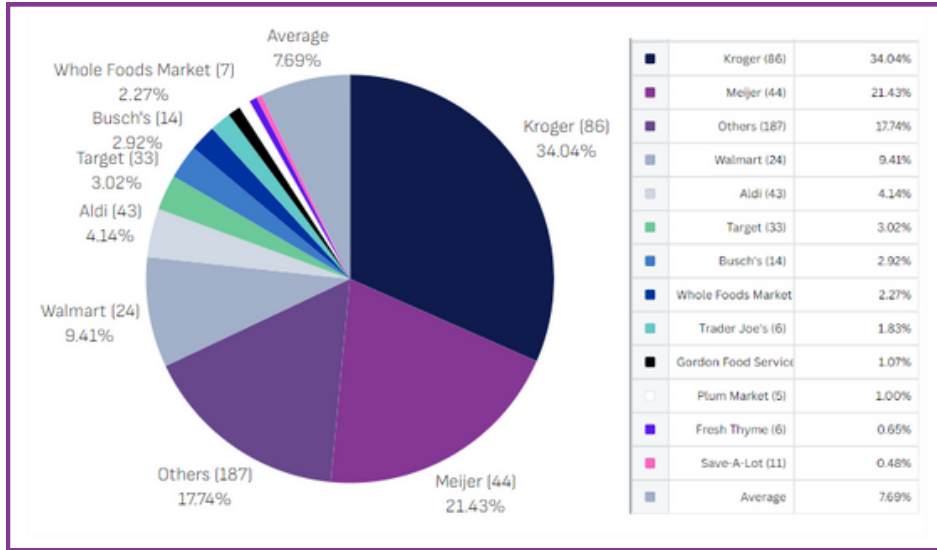
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SHARE OF SUPERMARKET SALES

Current 2024



Projected 2028



DETROIT DEMOS

- Total Population: 4,448,410
- Total Households: 1,749,025
- Median HH Income: \$60,145
- Average HH Income: \$92,970
- 4 Yrs or More College: 35.3%
- Total Number of Grocery Stores in Market (2024): 471
- Total Number of Projected Grocery Stores (2028): 479
- Grocer Weekly Sales Volume in Market (2024): \$29.7M
- Grocer Weekly Projected Sales Volume in Market (2028): \$30.7M