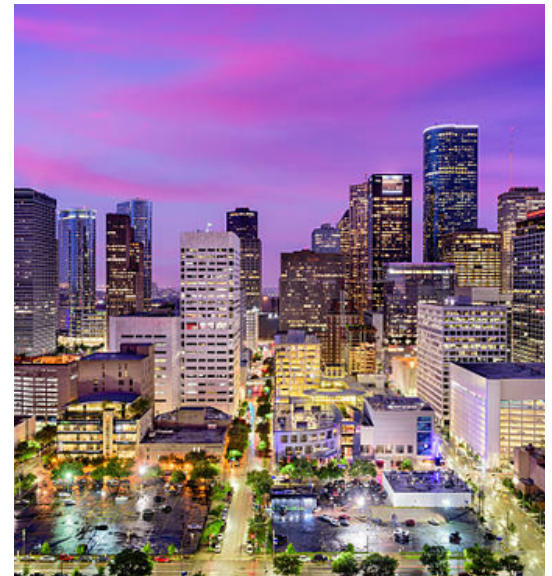


## Grocery Market Insights

### KEY TAKEAWAYS

- The Houston market encompasses nine counties, with Harris County at the geographic and economic core. Montgomery County to the north and Fort Bend County to the southwest are among the fastest-growing counties in both the region and the nation.
- The metro area includes more than 7.6 million people, making it the 5th largest in the country, just behind Dallas and slightly larger than Atlanta. It's also experiencing rapid growth, with the second-largest numeric population increase (behind only Dallas) for each of the past two years. (1)
- Houston's GDP ranks as the 7th largest metropolitan economy in the U.S. and the 2nd largest in the Southwest. (2) The region hosts 24 Fortune 500 company headquarters, surpassed only by New York and Chicago. Major employers in the area include energy giants such as ExxonMobil, Shell Oil, and Schlumberger; leading medical institutions and research centers; United Airlines; Landry's; and three major retailers: HEB, Walmart, and Kroger. (3)
- The robust economy, low cost of living, and favorable tax environment have bolstered the retail sphere of the Houston area. On the grocery side, Kroger, Randall's, and Walmart reigned for decades. Today, the grocer with the largest market share is HEB, capturing more than a third of the total grocery market under its main HEB, HEB Plus, and Central Market banners, as well as its specialized Joe V's and Mi Tienda banners. HEB is relatively new to the market, having opened its first full-service store in the area in 2001, but has since proven very successful.
- Rounding out the top three is Walmart (about 21% of the market with its Supercenter, Neighborhood Market, and Sam's Club offerings) and Kroger (a 15% market share with its Kroger, Kroger Signature, and Kroger Marketplace banners). Randall's, the only banner operated by Safeway/Albertsons in the metro, is outside of the top 10, with about 1.4% of the market share. (Note that if the Kroger-Albertsons merger does finalize, there are only two stores in the Houston area that are designated to be divested; both are Randall's.)



## CHAIN MARKET COMPARISON

### 2024 Current Market Sales & 2028 Market Banner Growth

Chain Name	Number of Stores	Total		Average			Total Annual Volume	Market Share*	No. of Planned Stores	Added Sales Area	Chain Percent Change	Projected Number of Stores	Projected Sales Area
		Volume (Wk)	Sales Area	Volume (Wk)	Sales Area	\$/Sq Ft (Wk)							
HEB	77						\$8,453,900,000	31.83%					
Walmart SC	70						\$4,117,100,000	15.50%					
Kroger	100						\$4,112,680,000	15.49%					
Costco	13						\$1,302,860,000	4.91%					
Sam's Club	17						\$1,122,160,000	4.23%					
Fiesta Mart	31						\$762,840,000	2.87%					
Joe V's Smart Shop	10						\$692,120,000	2.61%					
Target	40						\$589,160,000	2.22%					
Food Town	29						\$563,940,000	2.12%					
Other	53						\$504,660,000	1.90%					
Aldi	43						\$418,080,000	1.57%					
Randall's	15						\$370,240,000	1.39%					
La Michoacana	72						\$368,160,000	1.39%					
Walmart NM	13						\$330,460,000	1.24%					
Whole Foods Market	11						\$319,540,000	1.20%					
Mi Tienda	2						\$242,840,000	0.91%					
Sellers Bros	11						\$177,060,000	0.67%					
El Rancho Supermercado	8						\$172,640,000	0.65%					
Trader Joe's	5						\$160,940,000	0.61%					
El Ahorro Supermarket	14						\$114,140,000	0.43%					
Brookshire Brothers	10						\$108,420,000	0.41%					
Foodarama	7						\$81,120,000	0.31%					
Sprouts	6						\$79,560,000	0.30%					
H Mart	3						\$76,700,000	0.29%					
Arlan's Market	7						\$74,620,000	0.28%					
99 Ranch Market	4						\$56,420,000	0.21%					
<b>Totals</b>	<b>671</b>	<b>\$487,930,000</b>	<b>25,015,746</b>				<b>\$25,372,360,000</b>	<b>95.54%</b>	<b>27</b>	<b>1,069,926</b>	<b>4.28%</b>	<b>698</b>	<b>26,085,672</b>
<b>Averages</b>				<b>\$727,168</b>	<b>37,281</b>	<b>\$19.50</b>							

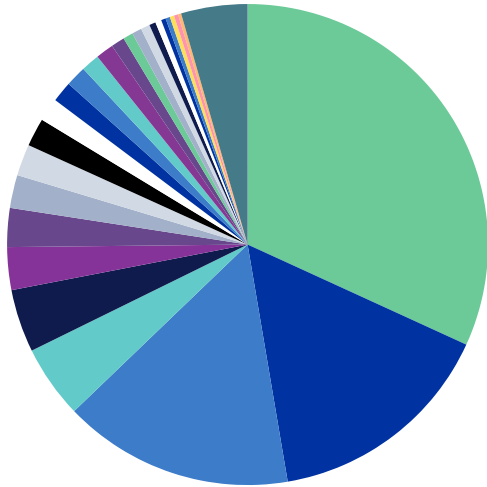
Contact Us for the Full Report

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Note: All numbers reflect Food Group data only, and are as of 2024. Market totals exclude leakage.

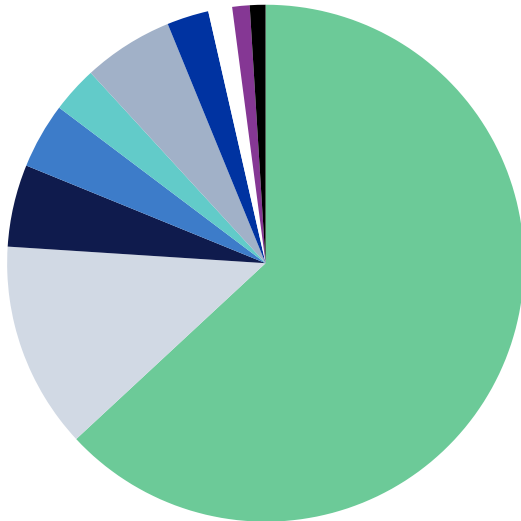
(1) Source: US Census, March 14, 2024. (2) Source: BEA Real Gross Domestic Product, 2022 figures. (3) Source: Greater Houston Partnership.

### Share of Supermarket Sales, Current 2024

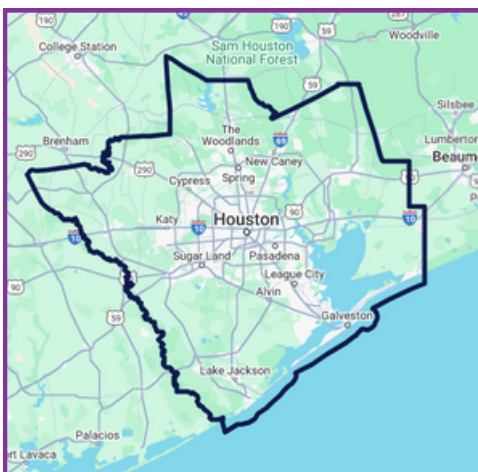


HEB	31.8%	Trader Joe's	0.6%
Walmart SC	15.5%	El Ahorro Supermar	0.4%
Kroger	15.5%	Brookshire Brothers	0.4%
Costco	4.9%	Foodarama	0.3%
Sam's Club	4.2%	Sprouts	0.3%
Fiesta Mart	2.9%	H Mart	0.3%
Joe V's Smart Shop	2.6%	Arian's Market	0.3%
Target	2.2%	99 Ranch Market	0.2%
Food Town	2.1%	Phoenicia Superma	0.2%
Aldi	1.6%	Jusgo Supermarket	0.1%
Other	1.4%	Keemat Grocers	0.1%
Randalls	1.4%	Market Basket	0.0%
La Michoacana	1.4%	Harvest Market	0.0%
Walmart NM	1.2%	Gordon Food Servic	0.0%
Whole Foods Marke	1.2%	[Leakage]	4.5%
Mi Tienda	0.9%		
Sellers Bros	0.7%		
El Rancho Superme	0.7%		

### Growing Banners, by Sales Area



Banner	
HEB	
Other	
Sam's Club	
Sprouts	
GFS	
Target	
Walmart SC/NM	
Brookshire Bros	
La Michoacana	
Aldi	
Trader Joe's	



### HOUSTON METRO DEMOS

- Total Population: 7,622,276
- Projected Pop Growth (5yr): 6.2%
- Total Households: 2,680,968
- Median HH Income: \$77,499
- Average HH Income: \$116,519
- Bachelor's or Higher: 34.2%
- Total Number of Grocery Stores in Market (2024): 671
- Total Number of Projected Grocery Stores (2028): 698
- Major Grocer Weekly Sales in Market (2024): \$487.9M