

Grocery Market Insights

KEY TAKEAWAYS

- The Atlanta market covers 29-counties and includes more than 6 million people, ranking it as the 6th largest in the nation. It's also fast-growing. Between 2021 and 2022, and 2022 and 2023, Atlanta had the third largest numeric increase in population, behind only Dallas and Houston in both periods.(1)
- Atlanta's GDP ranks as the 10th strongest metropolitan economy in the US, and the 4th in the Eastern US (2). The top 10 employers in Atlanta include Delta Airlines, Emory University, The Home Depot, AT&T, Cox Enterprises, and several medical institutions. It also includes one grocer: Publix, which is the fifth largest employer in the metro area.(3)
- The Atlanta market is a vibrant, dynamic retail environment, with a large contingent of grocery operators and the capacity to accept additional entrants of all formats. from Discount to Quality/Service, from Conventional to Specialty. Today's top three grocery market share leaders encompass more than 57% of the market, and include two Conventional operators (with the occasional Quality/Service format) and one Supercenter operator. They are:
 - Kroger (21.3%),
 - Publix (20.5%), and
 - Walmart (with Walmart SC at 14.8% and Walmart NM contributing an additional 0.6%).



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	Sales Area	Volume	Sales Area	\$/Sq Ft						
Kroger	124	\$100,273,659		49,994	\$16.18	\$5,214,230,244						6,453,987
Publix	159	\$96,692,908		34,034	\$17.87	\$5,028,031,242						5,745,538
Walmart SC	72	\$69,745,000		54,847	\$17.66	\$3,626,740,000						3,949,000
Costco	13	\$21,975,417		62,385	\$27.10	\$1,142,721,667						1,060,538
Sam's Club	13	\$14,210,000		62,846	\$17.39	\$738,920,000						817,000
Other	55	\$12,914,000		20,309	\$11.56	\$671,528,000						1,239,620
Ingles	34	\$11,910,000		44,853	\$7.81	\$619,320,000						1,525,000
Food Depot	32	\$9,245,000		30,203	\$9.57	\$480,740,000						966,500
Aldi	50	\$9,240,000		11,520	\$16.04	\$480,480,000						610,560
Target	38	\$8,795,000		29,763	\$7.78	\$457,340,000						1,160,763
Whole Foods Market	11	\$7,680,000		33,264	\$20.99	\$399,360,000						365,900
BJ's Wholesale	6	\$4,650,000		63,333	\$12.24	\$241,800,000						380,000
Sprouts	15	\$4,360,000		18,760	\$15.49	\$226,720,000						300,160
Trader Joe's	6	\$4,220,000		10,367	\$67.85	\$219,440,000						73,200
City Farmers Market	5	\$3,465,000		41,360	\$16.76	\$180,180,000						206,800
Lidl	16	\$2,815,000		22,413	\$7.85	\$146,380,000						711,925
Walmart NM	7	\$2,741,667		34,729	\$11.28	\$142,566,667						243,100
The Fresh Market	7	\$2,000,000		14,329	\$19.94	\$104,000,000						100,300
Super H Mart	3	\$1,895,000		46,000	\$13.73	\$98,540,000						138,000
Nam Dae Mun	8	\$1,878,400		42,038	\$5.59	\$97,676,800						336,300
Wayfield Foods Market	7	\$1,500,000		24,414	\$8.78	\$78,000,000						170,900
Piggly Wiggly	11	\$1,360,000		16,600	\$7.45	\$70,720,000						182,600
Talpa Supermercado	6	\$1,165,000		9,817	\$19.78	\$60,580,000						58,900
Little Giant Farmers Market	5	\$1,120,000		28,300	\$7.92	\$58,240,000						141,500
H Mart	2	\$1,030,000		40,800	\$12.62	\$53,560,000						81,600
Food Lion	2	\$705,000		25,500	\$13.82	\$36,660,000						51,000
Patel Brothers	3	\$704,400		15,100	\$15.55	\$36,628,800						45,300
Cherians International Fresh M	3	\$500,000		13,467	\$12.38	\$26,000,000						40,400
Totals	713	\$398,790,450	25,747,900			\$20,737,103,419	84.60%	43	1,408,491	5.47%	756	27,156,391
Averages				\$559,313	36,112	\$15.49						

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: Metro Atlanta Chamber, 2022-2023.



■ Total Population: 630