

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

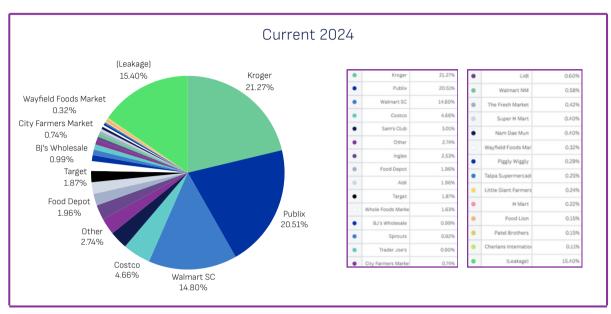
2024 Current Market Sales & 2028 Market Banner Growth

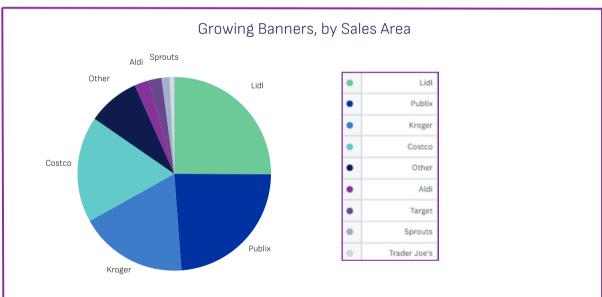
	Number					Total Annual	Market Share*	No. of Planned	Added	Chain Percent	Projected Number of	Projected
Chain Name	of Stores	Total		Average		Volume		Stores	Sales Area	Change	Stores	Sales Area
		Volume	Sales Area Volume	Sales Area	\$/Sq Ft							
Kroger	124	\$100,273,659		49,994	\$16.18	\$5,214,230,244						6,453,98
Publix	159	\$96,692,908		34,034	\$17.87	\$5,028,031,242						5,745,5
Walmart SC	72	\$69,745,000		54,847	\$17.66	\$3,626,740,000						3,949,00
Costco	13	\$21,975,417		62,385	\$27.10	\$1,142,721,667						1,060,53
Sam's Club	13	\$14,210,000		62,846	\$17.39	\$738,920,000						817,0
Other	55	\$12,914,000		20,309	\$11.56	\$671,528,000						1,239,62
Ingles	34	\$11,910,000		44,853	\$7.81	\$619,320,000						1,525,00
Food Depot	32	\$9,245,000		30,203	\$9.57	\$480,740,000						966,50
Aldi	50	\$9,240,000	Contact	11,520	\$16.04	\$480,480,000		C	ontact			610,56
Target	38	\$8,795,000	Jontact	29,763	\$7.78	\$457,340,000		U	Ulitaci			1,160,7
Whole Foods Market	11	\$7,680,000		33,264	\$20.99	\$399,360,000						365,90
BJ's Wholesale	6	\$4,650,000	Us for	63,333	\$12.24	\$241,800,000			Us for			380,00
Sprouts	15	\$4,360,000		18,760	\$15.49	\$226,720,000						300,16
Trader Joe's	6	\$4,220,000	the Full	10,367	\$67.85	\$219,440,000		1	he Full			73,20
City Farmers Market	5	\$3,465,000	the Full	41,360	\$16.76	\$180,180,000		L	ric i ull			206,80
Lidl	16	\$2,815,000	D	22,413	\$7.85	\$146,380,000						711,92
Walmart NM	7	\$2,741,667	Report	34,729	\$11.28	\$142,566,667			Report			243,10
The Fresh Market	7	\$2,000,000		14,329	\$19.94	\$104,000,000						100,30
Super H Mart	3	\$1,895,000		46,000	\$13.73	\$98,540,000						138,00
Nam Dae Mun	8	\$1,878,400		42,038	\$5.59	\$97,676,800						336,30
Wayfield Foods Market	7	\$1,500,000		24,414	\$8.78	\$78,000,000						170,90
Piggly Wiggly	11	\$1,360,000		16,600	\$7.45	\$70,720,000						182,60
Talpa Supermercado	6	\$1,165,000		9,817	\$19.78	\$60,580,000						58,90
Little Giant Farmers Market	5	\$1,120,000		28,300	\$7.92	\$58,240,000						141,50
H Mart	2	\$1,030,000		40,800	\$12.62	\$53,560,000					81,60	
Food Lion	2	\$705,000		25,500	\$13.82	\$36,660,000					51,00	
Patel Brothers	3	\$704,400		15,100	\$15.55	\$36,628,800						45,30
Cherians International Fresh N		\$500,000		13,467	\$12.38	\$26,000,000						40,40
otals Averages	713	\$398,790,450	25,747,900 \$559,313		\$15.49	\$20,737,103,419	84.60%	43	1,408,491	5.47%	756	27,156,39

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



SHARE OF SUPERMARKET SALES







ATLANTA DEMOS

Total Population: 6,307,000
Total Households: 2,324,000
Median I'H Income: \$71,300
Average HH Income: \$101,600
Bachelor's or Higher: 39.1%

Total Number of Grocery Stores in Market (2024): 713
 Total Number of Projected Grocery Stores (2028): 756
 Grocer Weekly Sales Volume in Market (2024): \$398.8M