



Supermarket Sales by Department – Percent of Total Supermarket Sales

| Departments | 2018 Supermarket Sales (\$ Millions) | *2018 Percent of Total Sales |
|-------------------------------|---|---------------------------------|
| Total Grocery | \$179,053.46 | 42.53 |
| Alcoholic Beverages | \$ 24,313.51 | 5.77 |
| Dry Grocery (Food) | \$126,908.67 | 30.14 |
| Dry Grocery (Non Food) | \$ 27,831.28 | 6.61 |
| General Merchandise | \$ 5,425.50 | 1.28 |
| Health and Beauty Care | \$ 19,814.02 | 4.70 |
| Perishables | \$216,693.60 | 51.47 |
| Meat/Fish/ | \$ 53,026.20 | 12.59 |
| Deli | \$ 29,853.41 | 7.09 |
| Produce | \$ 45,586.24 | 10.82 |
| Bakery | \$ 9,691.90 | 2.30 |
| Dairy | \$ 44,838.59 | 10.65 |
| Frozen Foods | \$ 31,210.81 | 7.41 |
| Floral | \$ 2,486.45 | 0.59 |
| Grand Total | \$ 420,986.58 | |

Source: [Progressive Grocer's 72nd Annual Consumer Expenditures Study \(CES\)](#); July 2019, pp. 22-38. See Progressive Grocer for full understanding of study methodology. Due to changes in reporting, there may not be direct comparisons to data from previous years.

* Note: percentages derived by FMI from category sales figures and grand total figure published by Progressive Grocer. Percentages may not add to 100 due to rounding.

Key Industry Facts – Prepared by FMI Information Service, January 2020