

Conventional¹ View of Grocery Market

Supermarket & Grocery Store Chains

number of companies	number of stores in company	total stores	grocery sales (\$ millions)	total sales (\$ millions)	market share (%)
1,104	2 to 3	2,560	14,333	14,345	4.3
585	4 to 10	3,398	25,680	31,292	7.8
196	11 to 50	4,065	42,719	44,700	11.1
78	51 to 200	7,841	87,700	111,234	27.5
26	201+	16,939	159,117	202,494	50.1
1,989	-----	34,803	329,549	404,065	100

Single Unit Supermarkets

number of companies	revenue spread (\$ millions)	total stores	avg. store sales (\$ millions)	total sales (\$ millions)	market share (%)
3,369	1 to 3	3,369	1.5	5,053	21.0
1,716	3 to 5	1,716	4.0	6,864	28.6
1,010	5 to 10	1,010	7.5	7,575	31.5
335	10 +	335	13.5	4,522	18.8
6,430	-----	6,430	26.5	24,014	100

Convenience Stores

number of companies	number of stores in company	total stores	total sales (\$ millions)	market share (%)
263	2 to 3	661	919	1.2
625	4 to 10	4,115	5,489	7.4
560	11 to 50	12,239	15,147	20.4
113	51 to 200	10,553	13,262	17.9
56	201+	42,738	39,296	53.0
1,617	-----	70,306	74,113	100

Grand Totals

10,036	-----	111,539	502,192	100
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¹ An additional 110,000 independents doing \$50 billion are reported by the commerce department under "other retail."