Supermarkets Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Grocery, Supermarkets & General Retail (Retail)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-supermarket-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 1.04 trillion
Projected Forecast (2031)	USD 1.04 trillion
Growth Rate (CAGR)	3.16 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

`![Major players in Supermarkets industry](images/chart_2.png)`

`![Supermarkets Market Size](images/chart_3.png)`

`![Supermarkets Market Share by Product Category, 2025](images/chart_4.png)`

`![Supermarkets Market Share by Ownership Type, 2025](images/chart_5.png)`

`![Supermarkets Market Growth Rate by Region](images/chart_6.png)`

`![Supermarkets Market Concentration](images/chart_7.png)`

`![footer background image](images/chart_10.png)`

`![Mordor Intelligence on Facebook](images/chart_12.svg)`

`![Mordor Intelligence on Pinterest](images/chart_14.svg)`

`![Mordor Intelligence on Instagram](images/chart_15.svg)`

`![ESOMAR](images/chart_17.png)`

`![GPTW](images/chart_19.png)`

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 1.04 Trillion |
Market Size (2031) | USD 1.22 Trillion |
Growth Rate (2026 - 2031) | 3.16 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | North America |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Supermarkets Market Analysis by Mordor IntelligenceThe Supermarkets Market size is projected to expand from USD 1 trillion in 2025 and USD 1.04 trillion in 2026 to USD 1.22 trillion by 2031, registering a CAGR of 3.16% between 2026 to 2031.

Growth reflects steady grocery demand while operators respond to tight margins, format shifts, and digital habits that pull more shopping journeys across channels. Scale remains a clear advantage as large groups deploy private labels, optimize supply chains, and integrate stores with online to defend traffic and share. Walmart’s FY2025 revenues underscore the scale of integrated models that use retail media and membership to strengthen economics[1]Walmart Inc., “Fiscal 2025 Results,” Walmart Corporate, corporate.walmart.com. European leaders also reinforce the Supermarket market through disciplined pricing, logistics density, and deeper banner portfolios that target different value tiers.

Key Report Takeaways* By product category, packaged and processed food led with 38.37% revenue share in 2025, while ready-to-eat and prepared foods are forecast to expand at a 7.74% CAGR to 2031.
* By sales channel, the offline format held 65.54% share in 2025, while online and e-commerce are projected to grow at an 8.33% CAGR through 2031.
* By ownership type, retail chains accounted for 63.65% of 2025 sales and are projected to advance at a 6.98% CAGR to 2031.
* By geography, North America captured 40.66% in 2025, and Asia-Pacific is the fastest-growing region at a 7.87% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Supermarkets Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Rapid urbanization fueling demand for one-stop grocery shopping in Asia-Pacific megacities | +0.9% | Asia-Pacific core, spill-over to MENA | Medium term (2-4 years) |
Rise of private-label penetration increasing basket margin in European discount supermarkets | +0.7% | Europe, North America secondary | Long term (≥ 4 years) |

Digital loyalty apps driving higher visit frequency in North American chains | +0.5% | North America, early adoption in Asia-Pacific urban hubs | Short term (≤ 2 years) |
AI-powered shelf optimization reducing stock-outs in high-throughput stores | +0.4% | Global, led by North America and Europe | Medium term (2-4 years) |
Expansion of fresh convenience zones capturing time-starved consumers | +0.3% | Global, strongest in Europe and Asia-Pacific | Short term (≤ 2 years) |
Government food-subsidy vouchers channeling spend through supermarkets, for example, Brazil | +0.2% | Brazil national, pilots in select South American cities | Long term (≥ 4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The global supermarket sector exhibits low concentration, with the top 10 players (Walmart, Schwarz Gruppe, Carrefour, Aldi, Kroger, Tesco, Costco, Ahold Delhaize, Edeka, and REWE) collectively holding a significant share, leaving substantial room for regional champions (Reliance Retail, Woolworths, Mercadona) and independent operators. The Supermarket market shows low concentration at the global level, with leading operators present in most regions and strong national champions in key countries. Walmart continues to scale retail media and membership programs that monetize traffic and improve loyalty economics around grocery[3]Walmart Inc., “Advertising and Membership Updates,” Walmart Corporate, corporate.walm art.com. Schwarz Gruppe balances Lidl's discount proposition with Kaufland's broader assortment to capture distinct customer missions within a consolidated network. Carrefour's portfolio simplification and alliance growth aim to sharpen price competitiveness and expand private label across categories[4]Carrefour, "Portfolio Simplification and Alliances," Carrefour, carrefour.com. Tesco continues to refine its focus with disposals outside core retail banking, a program to upgrade stores, and an expanded marketplace that adds long-tail items.

Operators are deploying omnichannel strategies, automation, and purchasing alliances to protect pricing and improve service levels within the Supermarket market. Coles and others increased automation investment while ramping AI tools for planning and customer service across merchandising and supply chain. Ahold Delhaize executed bolt-on M&A in Central and Eastern Europe to add density and raise private-label scale, improving logistics efficiency. Canadian retailers such as Loblaw partnered with autonomous trucking firms to reduce logistics costs and emissions in large metropolitan areas. Several grocers expanded rapid delivery coverage and unified retail media platforms to drive vendor funding and incremental ad income in the Supermarket market.

Standards and compliance frameworks help reduce complexity across borders and improve trust for food products and data-driven programs. Quality and safety systems supported by global benchmarks and national regulators continue to shape the core practices that protect consumers in grocery. Data protection rules in key markets guide how banners deploy personalized pricing and loyalty features, which supports sustainable adoption of digital tools in the Supermarket market. The long-run competition pattern rests on a base of strong private-label programs, expanded fresh and prepared foods, and omnichannel convenience tied to resilient logistics. Execution will favor banners that blend value, availability, and easy digital journeys as traffic migrates across channels.

Supermarkets Industry Leaders* Walmart Inc.

* Schwarz Gruppe

* Carrefour SA

* Aldi Süd & Nord

* The Kroger Co.

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

In this methodology, the supermarket market is the value of sales generated by stores that mainly sell food and household essentials through a self-service format, with a broad product mix and regular replenishment cycles. We treat this as a retail revenue market measured in USD across major countries.

Scope exclusions: We exclude pure-play online marketplaces, convenience stores, and wholesale club formats when they are not operating a supermarket-style assortment and store model.

Segmentation Container

* By Product Category* Fresh Food
* Packaged / Processed Food
* Beverages
* Household & Cleaning Products
* Health & Personal Care Products
* Ready-to-Eat / Prepared Foods

* Others

* By Sales Channel* Offline / Brick-and-Mortar
* Online / E-commerce

* By Ownership Type* Retail Chains
* Independent / Stand-alone Stores

* By Geography* North America* Canada
* United States
* Mexico

* Europe* United Kingdom
* Germany
* France
* Spain
* Italy
* BENELUX (Belgium, Netherlands, Luxembourg)
* NORDICS (Denmark, Finland, Iceland, Norway, Sweden)
* Rest of Europe

* Asia-Pacific* India
* China
* Japan
* Australia
* South Korea
* South-East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines)
* Rest of Asia Pacific

* South America* Brazil
* Peru
* Chile
* Argentina
* Rest of South America

* Middle East and Africa* United Arab Emirates
* Saudi Arabia
* South Africa
* Nigeria
* Rest of Middle East and Africa

Frequently Asked Questions

What is the global Supermarket market size and forecast growth to 2031?

The global Supermarket market size is USD 1.04 trillion in 2026 and is projected to reach USD 1.22 trillion by 2031 at a 3.16% CAGR.

Which product categories are leading and which are growing the fastest in the Supermarket market?

Packaged and processed food leads by share in 2025, while ready-to-eat and prepared foods is the fastest-growing category through 2031 at a 7.74% CAGR.

How is the sales channel mix evolving in the Supermarket market?

Offline kept 65.54% of 2025 sales, while the online and e-commerce channel is projected to grow at an 8.33% CAGR through 2031.

Which regions hold the largest share and the fastest growth within the Supermarket market?

North America captured 40.66% in 2025, while Asia-Pacific is set to expand at a 7.87% CAGR through 2031.

How are private labels changing competition in the Supermarket market?

Private labels are lifting price-value and margins, with leading retailers growing their private-brand mix to deepen loyalty and fund sharp everyday pricing.

What digital and AI capabilities matter most for the Supermarket market today?

Loyalty ecosystems, retail media, and AI for inventory and recommendations are central, improving availability, relevance, and omnichannel economics across banners.