Modern Trade Retail Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

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

Executive Market Summary

Market Metric	Details
Base Market Size	USD 5.75 trillion
Projected Forecast (2031)	USD 5.75 trillion
Growth Rate (CAGR)	4.05 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Modern Trade Retail Market industry](images/chart_2.png)

![Modern Trade Retail Market Size](images/chart_3.png)

![Modern Trade Retail Market Share by Product Type, 2025](images/chart_4.png)

![Modern Trade Retail Market Share by Ownership, 2025](images/chart_5.png)

![Modern Trade Retail Market Growth Rate by Region](images/chart_6.png)

![Modern Trade Retail Market Concentration](images/chart_7.png)

![Icon](images/chart_8.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)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 5.75 Trillion |
Market Size (2031) | USD 7.01 Trillion |
Growth Rate (2026 - 2031) | 4.05 % |
Fastest Growing Market | Africa |
Largest Market | Asia Pacific |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Modern Trade Retail Market Analysis by Mordor IntelligenceThe modern trade retail market size is expected to grow from USD 5.53 trillion in 2025 to USD 5.75 trillion in 2026 and is forecast to reach USD 7.01 trillion by 2031 at 4.05% CAGR over 2026-2031. Current expansion builds on resilient household spending, faster urbanization, and the sector-wide shift to omnichannel business models that blend physical stores with digital engagement. Investments in artificial intelligence for inventory planning and dynamic pricing widen gross margins even as price competition continues. Asia-Pacific remains the demand anchor, supported by large middle-class populations and improving logistics networks, while Africa delivers the fastest growth as supermarket penetration accelerates. Retailers prioritize private-label programs, automated fulfillment, and regional consolidation to capture margin upside and defend share against pure-play e-commerce rivals.

Key Report Takeaways* By product type, food, beverage & grocery led with 66.85% of modern trade retail market share in 2025; toys, hobby & appliances is projected to record a 12.74% CAGR through 2031.
* By ownership, retail chains controlled 81.75% of the modern trade retail market size in 2025, while independent retailers are advancing at a 9.96% CAGR through 2031.
* By distribution channel, supermarkets and hypermarkets accounted for 54.12% of the modern trade retail market size in 2025, and online channels are expanding at a 13.88% CAGR through 2031.
* By geography, Asia-Pacific captured 37.10% of the modern trade retail market share in 2025and Africa is forecast to expand at a 12.03% CAGR to 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Modern Trade Retail Market

*Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising urban middle-class disposable income	+1.2%	APAC core, spill-over to MEA and South America	Medium term (2-4 years)
Proliferation of private-label brands	+0.8%	Global, with strongest impact in North America & Europe	Long term (≥ 4 years)
Omnichannel retail & click-and-collect expansion	+0.9%	Global, early gains in North America, Europe, urban APAC	Short term (≤ 2 years)
Under-penetrated tier-2/3 city supermarkets in Asia & Africa	+1.1%	APAC and MEA focused, limited North America relevance	Long term (≥ 4 years)
AI-driven dynamic pricing & inventory forecasting	+0.6%	Global, with faster adoption in developed markets	Medium term (2-4 years)
Sustainability-led demand for traceable supply chains	+0.4%	Europe and North America leading, spreading globally	Long term (≥ 4 years)
Source: Mordor Intelligence			

Competitive Landscape

Competitive Landscape

In 2024, the global modern trade retail market remains highly fragmented, with the top five players, Walmart, Carrefour, Schwarz Gruppe, Costco, and Tesco, holding a relatively modest share of total revenue. This fragmentation leaves room for regional challengers to scale and compete. Major global retailers are investing heavily in advanced technologies such as AI-powered demand forecasting, warehouse automation, and retail media networks that monetize loyalty data through targeted advertising. Walmart’s acquisition of a smart-TV brand broadens its connected-screen advertising capabilities, while Carrefour is experimenting with autonomous store pods to offer 24/7 service in dense urban areas. These innovations reflect a shift toward omnichannel integration and data monetization as key growth drivers. As global players pursue tech-enabled differentiation, they also reinforce their dominance through capital-intensive strategies that smaller competitors struggle to match.

Regional retailers are responding by consolidating to boost their competitiveness and improve operational efficiency. In the U.S., a notable merger between a major wholesaler and a mid-sized grocer in 2024 exemplified efforts to gain cross-channel advantages and supply chain synergies. Private equity activity has intensified, highlighted by the acquisition of a pharmacy-retail chain focused on integrating healthcare services more rapidly. Meanwhile, new entrants are testing asset-light models like dark stores in underserved regions such as Latin America and Africa. While innovative, these models face challenges related to high fulfillment costs and limited profitability without broader scale partnerships. As a result, sustainability for many start-ups depends on either rapid expansion or collaboration with larger platforms.

Technology adoption continues to define the competitive landscape across all tiers of retail. AI-powered pricing tools now allow dynamic adjustments in near real time, helping retailers lift gross margins by several percentage points in pilot locations. Back-of-house automation is also delivering results, reducing shrinkage and improving shelf availability, which in turn drives higher sales. The most successful retailers are those that unify physical locations, data systems, and fulfillment infrastructure under a single strategic framework. This alignment creates powerful advantages that are difficult for less integrated players to replicate. As technology and data become central to execution, firms with cohesive digital strategies build more defensible market positions. The modern trade landscape is increasingly shaped by those who can effectively merge innovation with scale.

Modern Trade Retail Industry Leaders* Walmart Inc.

* Carrefour S.A.

* Schwarz Gruppe (Lidl, Kaufland)

* Costco Wholesale Corp.

* Tesco PLC

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this study, the modern trade retail market is measured as consumer retail sales that flow through organized store formats and managed retail networks, including chain-led grocery and non-grocery outlets, in-store services, and linked online order fulfillment where it is tied to these networks.

Scope exclusions: We exclude informal and unorganized retail (independent mom-and-pop trade), pure wholesale cash-and-carry activity that is not consumer retail, and direct-to-consumer brand sales that bypass retail intermediaries.

Segmentation Container

* By Product Type* Food, Beverage, and Grocery
* Personal and Household Care
* Apparel, Footwear, and Accessories
* Furniture and Home Decor
* Toys, Hobby, & Household Appliances
* Others

* By Ownership* Retail Chains
* Independent Retailers

* By Distribution Channel* Supermarkets/Hypermarkets
* Specialty Stores
* Online
* Other Distribution Channels

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

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

* Europe* United Kingdom
* Germany
* France
* Spain
* Italy
* BENELUX
* NORDICS
* Rest of Europe

* Asia-Pacific* India
* China
* Japan
* Australia
* South Korea
* South-East Asia
* Rest of Asia-Pacific

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

Frequently Asked Questions

How large is the modern trade retail market in 2026?

The modern trade retail market size stands at USD 5.75 trillion in 2026 and is projected to reach USD 7.01 trillion by 2031 at a 4.05% CAGR.

Which region leads modern trade retail revenue?

Asia-Pacific commands 37.10% of global revenue because of large urban populations and rapid supply-chain modernization.

What category is growing fastest through 2031?

Toys, Hobby & Appliances is set to expand at a 12.74% CAGR due to rising discretionary spending on smart-home and gaming products.

Why are private-label products important?

Private-label penetration delivers margins 20–30 percentage points higher than n ational brands, helping retailers offset price-war pressures.

How are supermarkets adapting to e-commerce growth?

Supermarkets increasingly operate as omnichannel hubs, offering click-and-collect and micro-fulfillment services that cut last-mile costs by up to 40%.