FOOD AT HOME - CENSUS OF RETAIL TRADE 2007
SUPERMARKETS VERSUS WHOLESALE CLUBS & SUPERCENTERS

Clubs and Supercenters continue to make in-roads capturing 28% of the food-at-home potential.

	2002	2007	Yearly Change
Foot-At-Home Components:			
Food-at-Home CPI Index	176.1	204.7	3.3%
Population of the United States	287,973,900	301,621,200	0.9%
Annual Change in Food-at-Home Potential (Change in CPI X Change in Population)			4.2%

Analysis: Food-at-Home potential grew 4.2%/year.

	2002	2007	Yearly Change
Supermarkets & Other Grocery Stores (except convenience stores):			
Sales *	$394,274,400	$466,364,700	3.7%
Number of Stores	66,092	64,348	-0.5%
% Combined STM Sales **	78%	72%	

Analysis: The number of Supermarkets declined and total sales grew less than the increase in potential, continuing the multi-decade slippage pattern.

	2002	2007	Yearly Change
Warehouse Clubs & Supercenters:			
Total Store Sales All Merchandise *	$189,619,300	$324,962,891	14.3%
STM Percent of total store sales	60%	56%	
STM Sales	$114,344,200	$181,906,000	11.8%
Number of Stores	2,915	4,259	9.2%
% Combined STM Sales **	22%	28%	5.0%

Analysis: Over five years, Club and Supercenter sales are up 71% and store count is up 46%.

	2002	2007	Yearly Change
*Combined STM (Supermarket Type Merchandise) for Supermarkets, Warehouse Clubs and Supercenters **:*			
Sales *	$508,618,600	$648,270,700	5.5%
Number of Stores	69,007	68,607	-0.1%

Analysis: Combined STM sales are increasing faster the the Change in Potential.
Leakage levels, in gravity modeling jargon, continue to decline as Supercenter's enter a market.

* All sales data X $1,000.
** Assumes Clubs and Supercenters STM (Supermarket Type Merchandise) as noted.

Source: Census of Retail Trade 2002/2007
Bureau of Labor Statistics