IMPRESSIVE POWER, IMPRESSIVE GROWTH
The Frozen and Dairy Departments Continue To Deliver

COMBINING TO CONNECT WITH SHOPPERS
Attracting Shoppers, Driving Trips, Building Baskets, Delivering Sales

$125 billion
COMBINED SALES IN 2019

$13.44 per trip
ON FROZEN AND DAIRY

FROZEN IS FLOURISHING

$6.7 billion
$4.8 billion
$4.8 billion
$4.6 billion
$4.5 billion

$918 million
YEAR-OVER-YEAR GROWTH

31 TRIPS
DRIVEN BY CATEGORY ANNUALLY

99+% PENETRATION
FROZEN FOOD DEPARTMENT

$54 billion
IN ANNUAL SALES

2 YEARS BACK-TO-BACK GROWTH

DAIRY CONTINUES TO THRIVE

$16.3 billion
$13.3 billion
$8.6 billion
$7.2 billion
$5.8 billion

$71 billion
ANNUAL SALES

$550 million
YEAR-OVER-YEAR GROWTH

90+% PENETRATION
CHEESE, EGGS, MILK PRODUCTS, BUTTER AND MARGARINE

47 TRIPS
DRIVEN BY CATEGORY ANNUALLY

2nd LARGEST EDIBLE DEPT. AT RETAIL