

DOSSIER

Whole Foods Market

Whole Foods Market

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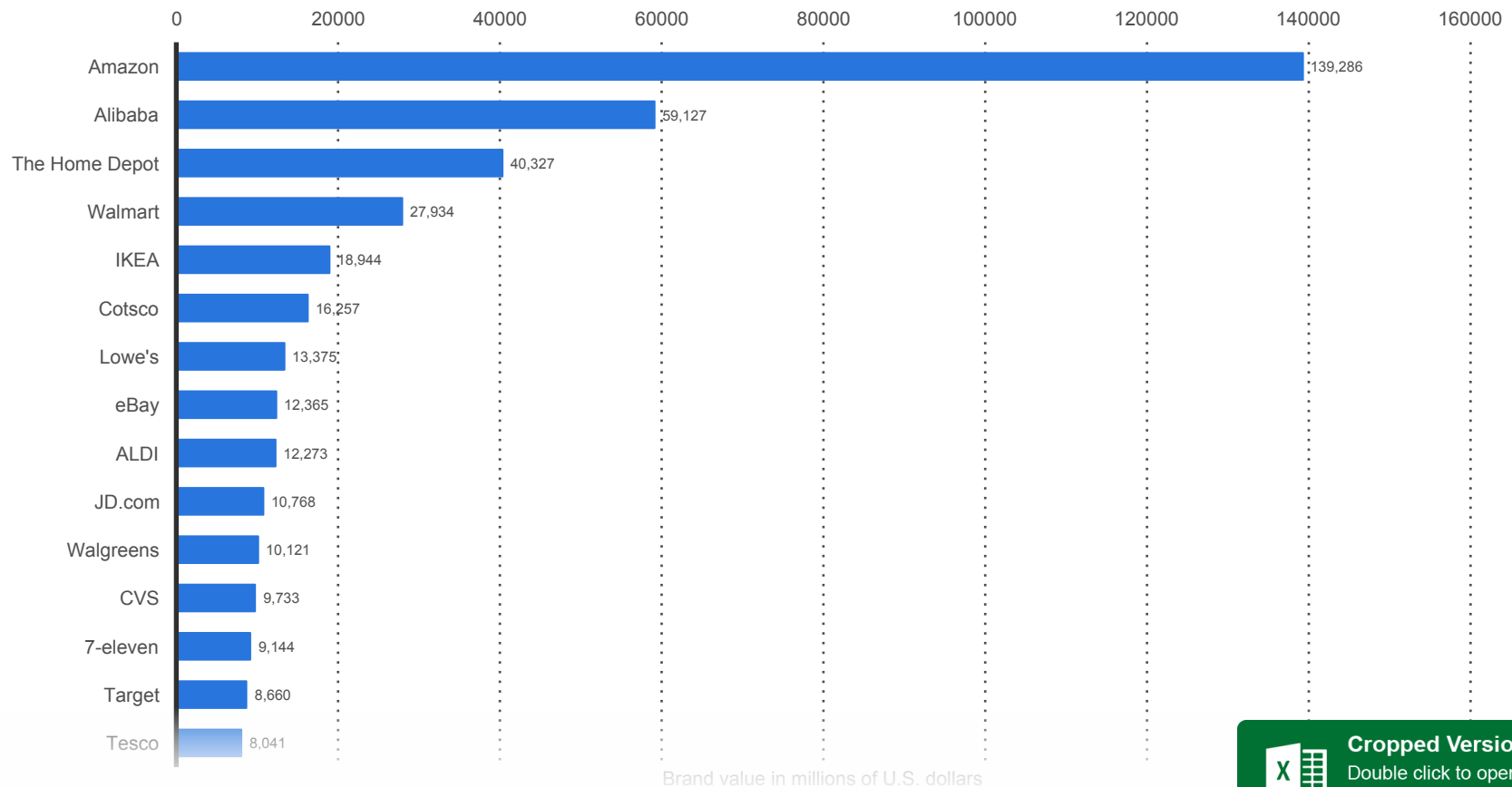
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Whole Foods Market

Overview

Brand value of the leading 20 most valuable retail brands worldwide 2017

Brand value of the leading 20 most valuable retail brands worldwide in 2017 (in million U.S. dollars)*



Cropped Version

Double click to open excel file with complete data

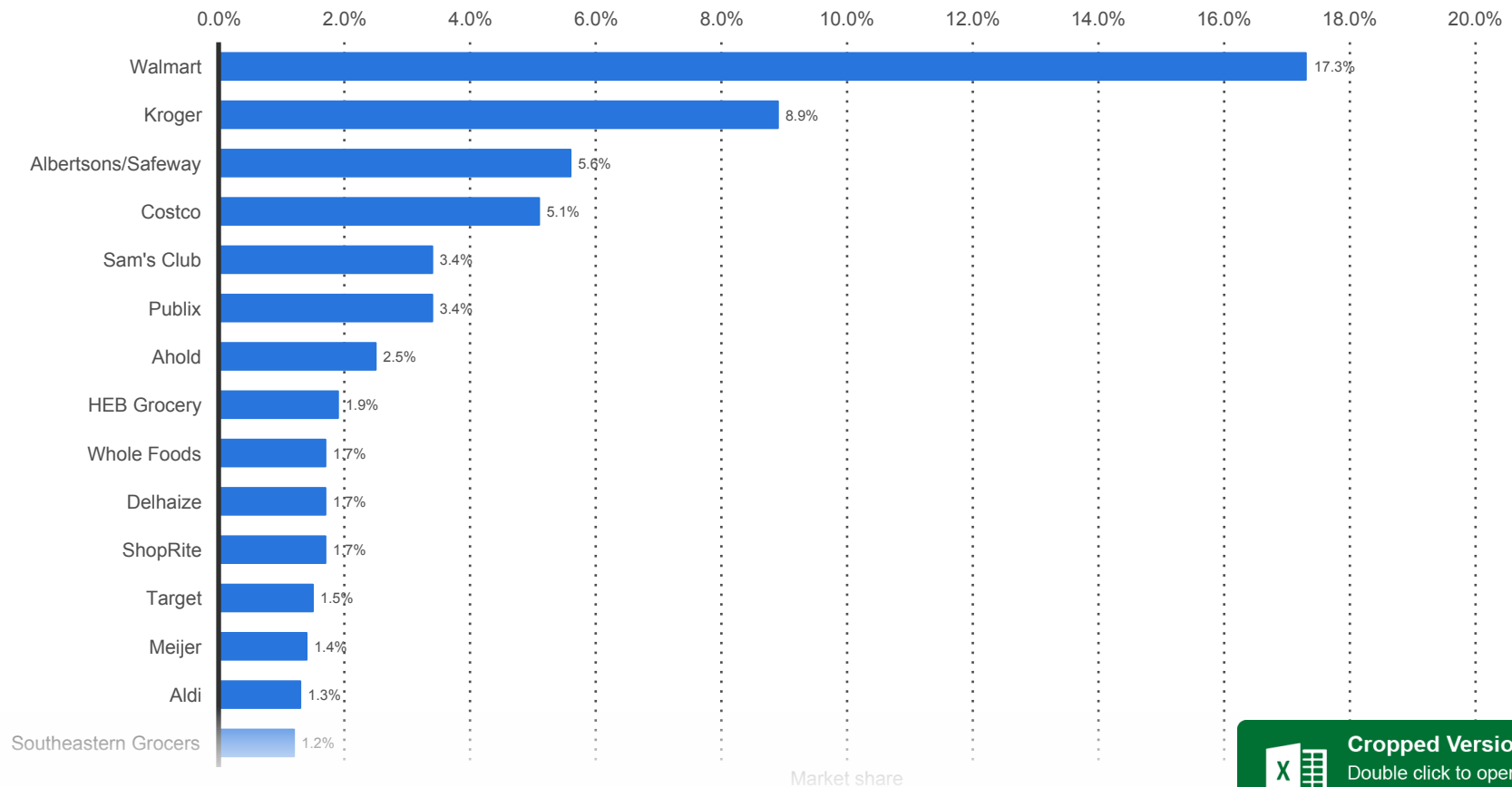
Note: Worldwide; 2017

Further information regarding this statistic can be found on [page 29](#).

Source: Millward Brown [ID 267870](#)

Market share of the leading U.S. food retailers 2016

Market share of U.S. food and beverage purchases in 2016, by company*



Cropped Version

Double click to open excel file with complete data

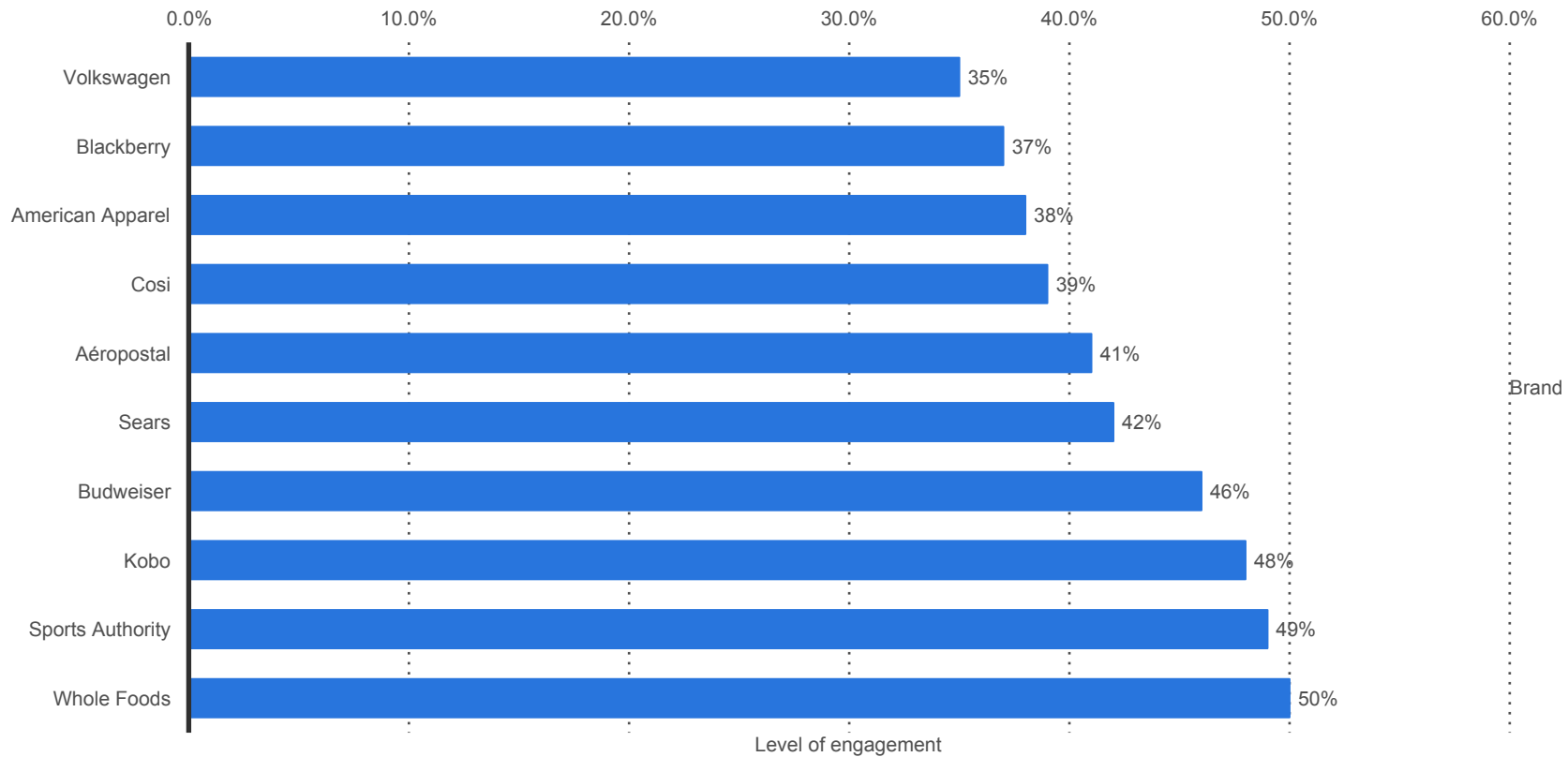
Note: United States; 2016

Further information regarding this statistic can be found on [page 30](#).

Source: Cowen Group; Bloomberg; Supermarket News [ID 240481](#)

Least engaging brands in the U.S. 2016

Least engaging brands in the United States in 2016



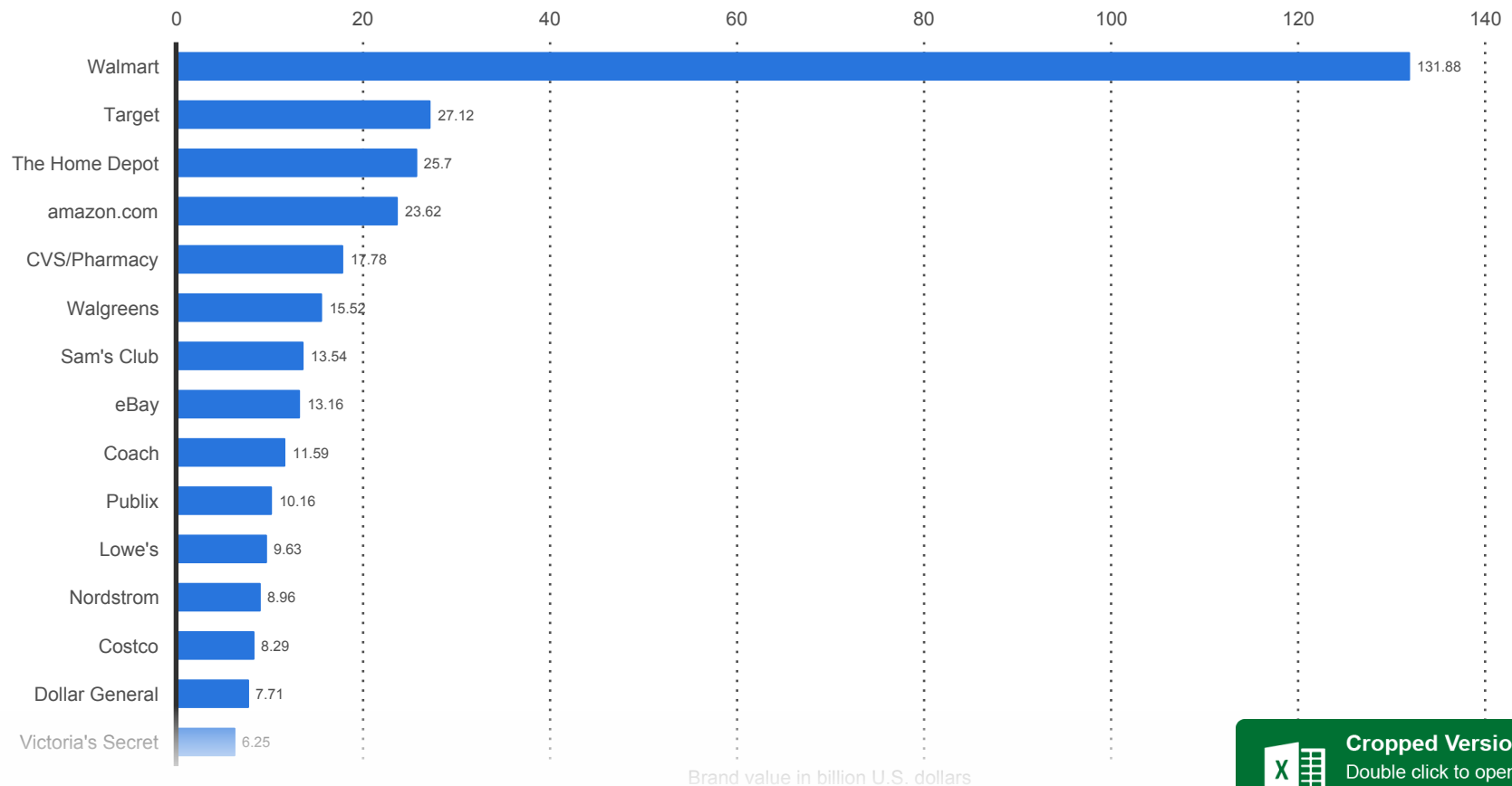
Note: 18-65 years; 42,792 consumers

Further information regarding this statistic can be found on [page 31](#).

Source: Brand Keys [ID 326946](#)

Most important retailers in North America based on brand value 2014

Leading 25 retailers in North America in 2014, based on brand value (in billion U.S. dollars)



Cropped Version

Double click to open excel file with complete data

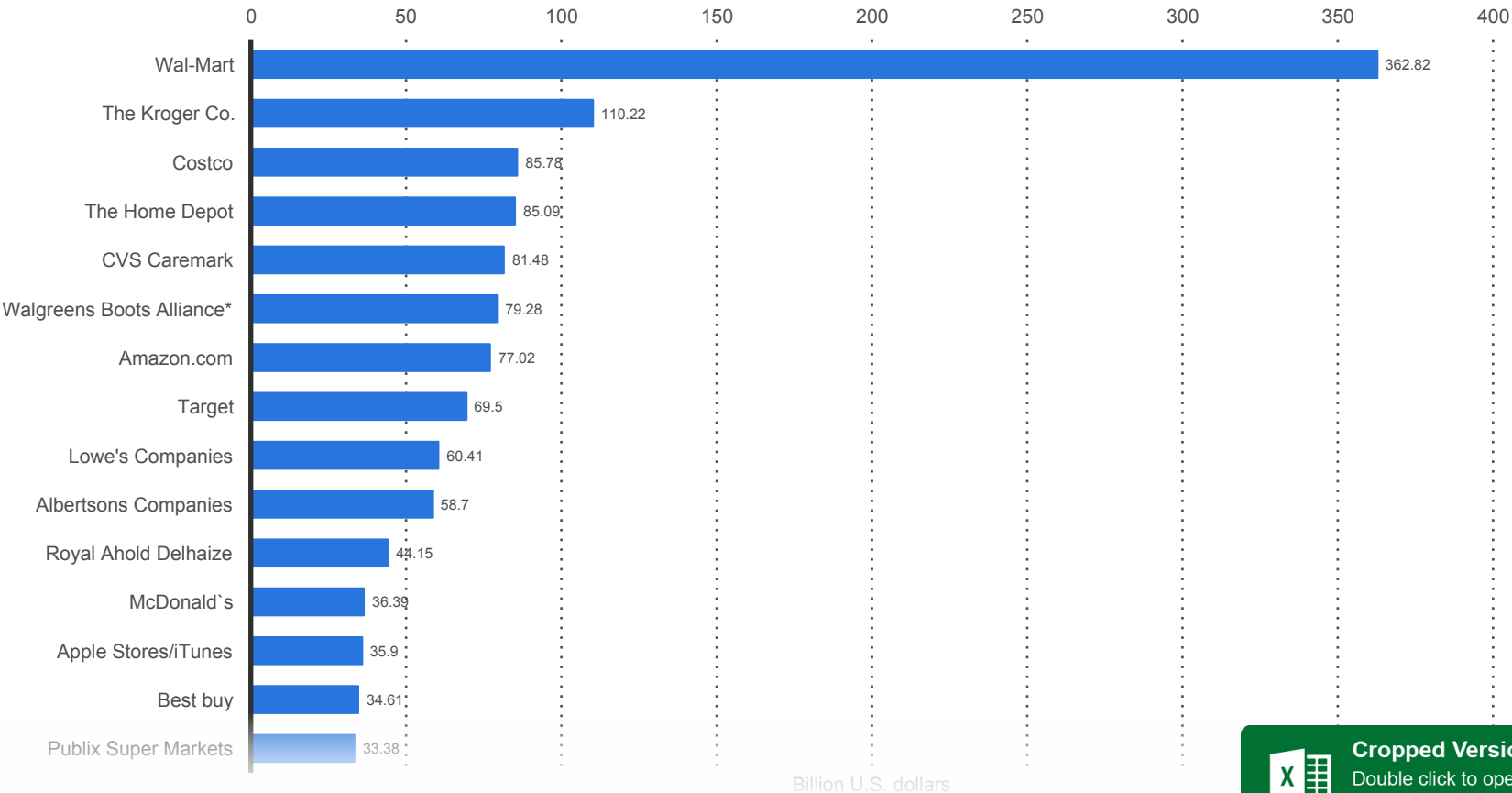
Note: Canada; United States


Further information regarding this statistic can be found on [page 32](#).

Source: Interbrand [ID 273008](#)

Leading 100 American retailers based on U.S. retail sales 2016

Leading 100 American retailers in 2016, based on U.S. retail sales (in billion U.S. dollars)

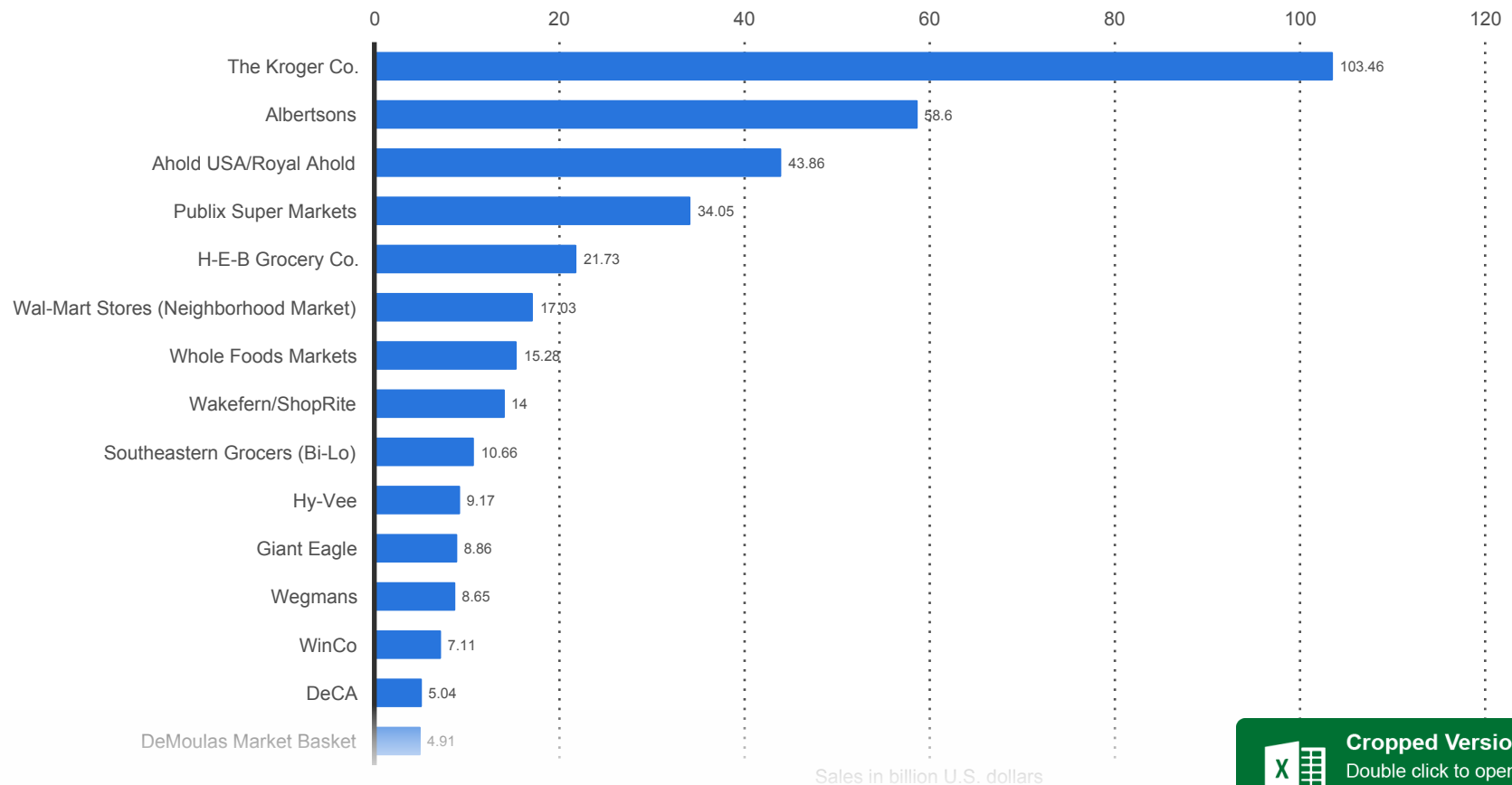


 **Cropped Version**
Double click to open excel file with complete data

Note: United States; 2016
Further information regarding this statistic can be found on [page 33](#).
Source: Stores; Kantar; National Retail Federation [ID 195992](#)

Leading supermarkets in the U.S. 2016, based on retail sales

Leading supermarkets in the United States in 2016, based on retail sales (in billion U.S. dollars)



Cropped Version

Double click to open excel
file with complete data

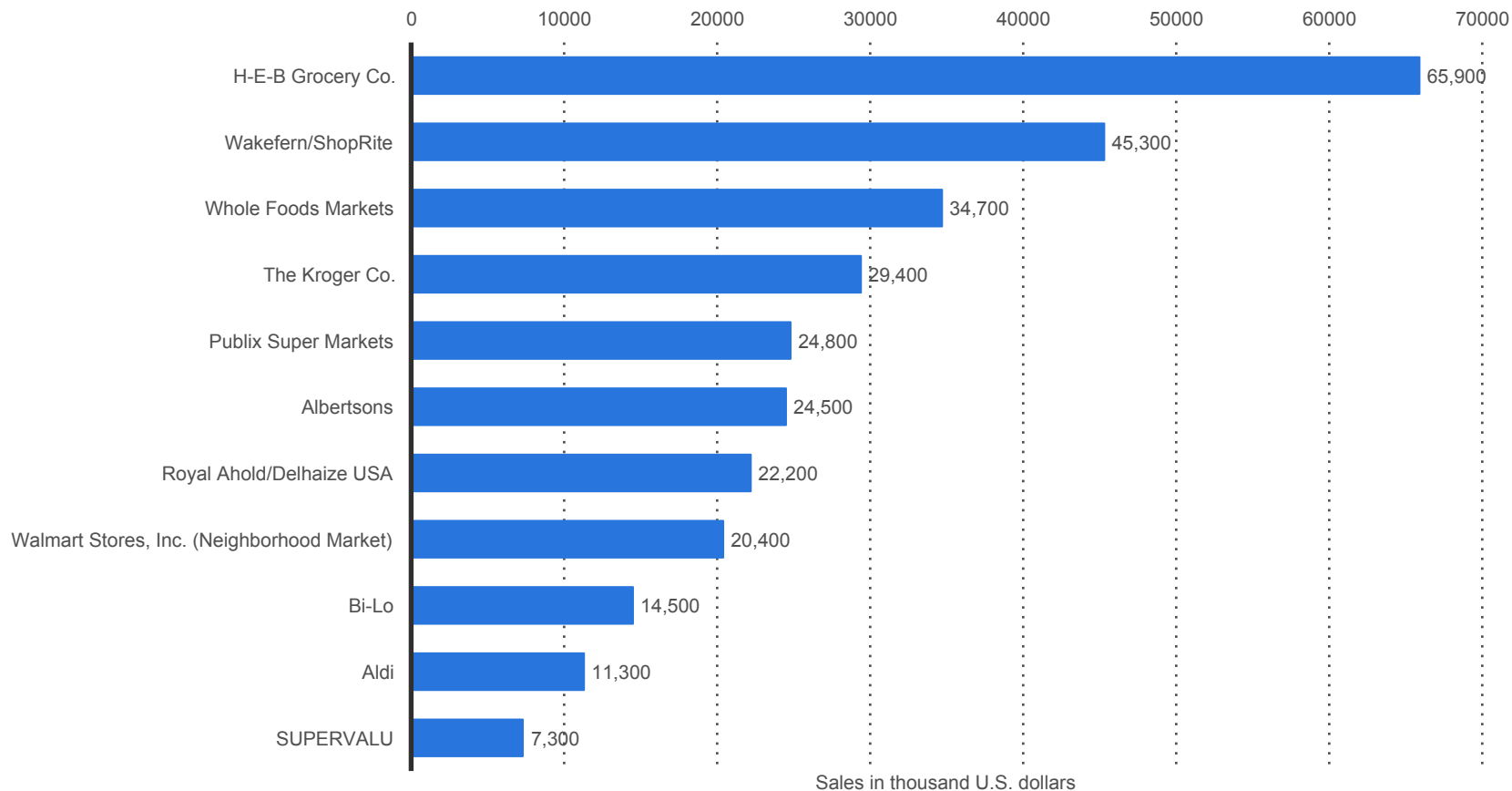
Note: United States; 2016

Further information regarding this statistic can be found on [page 34](#).

Source: Kantar; Progressive Grocer [ID 197899](#)

Sales of the leading supermarkets in the U.S. per store 2016

Sales per store of the leading supermarkets in the United States in 2016 (in 1,000 U.S. dollars)*



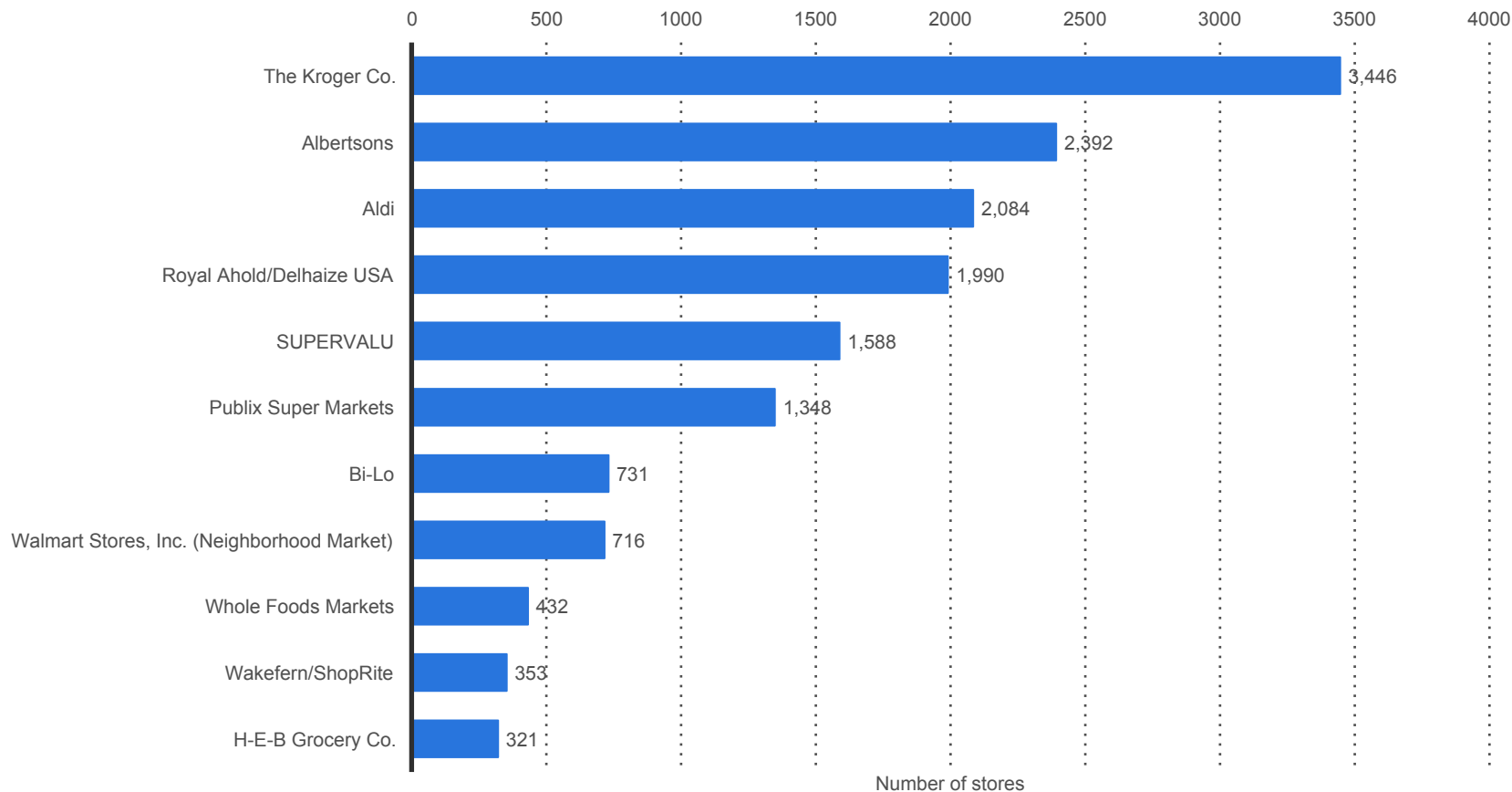
Note: United States; 2016

Further information regarding this statistic can be found on [page 35](#).

Source: Stores; Kantar [ID 197905](#)

Number of stores of the leading supermarkets in the U.S. 2016

Number of stores of the leading supermarkets in the United States in 2016



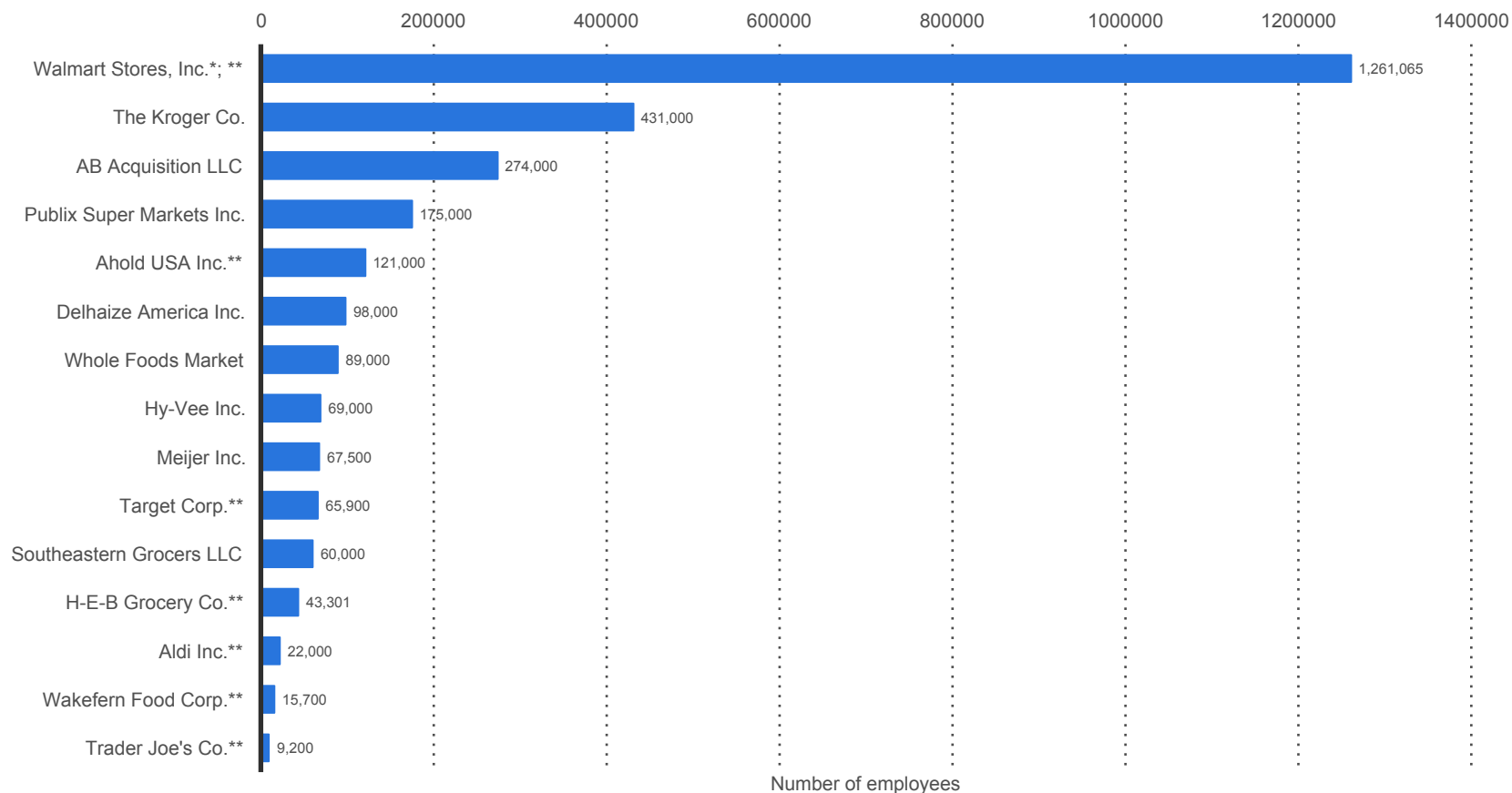
Note: United States; 2016

Further information regarding this statistic can be found on [page 36](#).

Source: Stores; Kantar [ID 197907](#)

Number of employees of the leading U.S. supermarkets 2016

Number of employees of the leading supermarkets in the United States in 2016



Note: United States; 2016

Further information regarding this statistic can be found on [page 37](#).

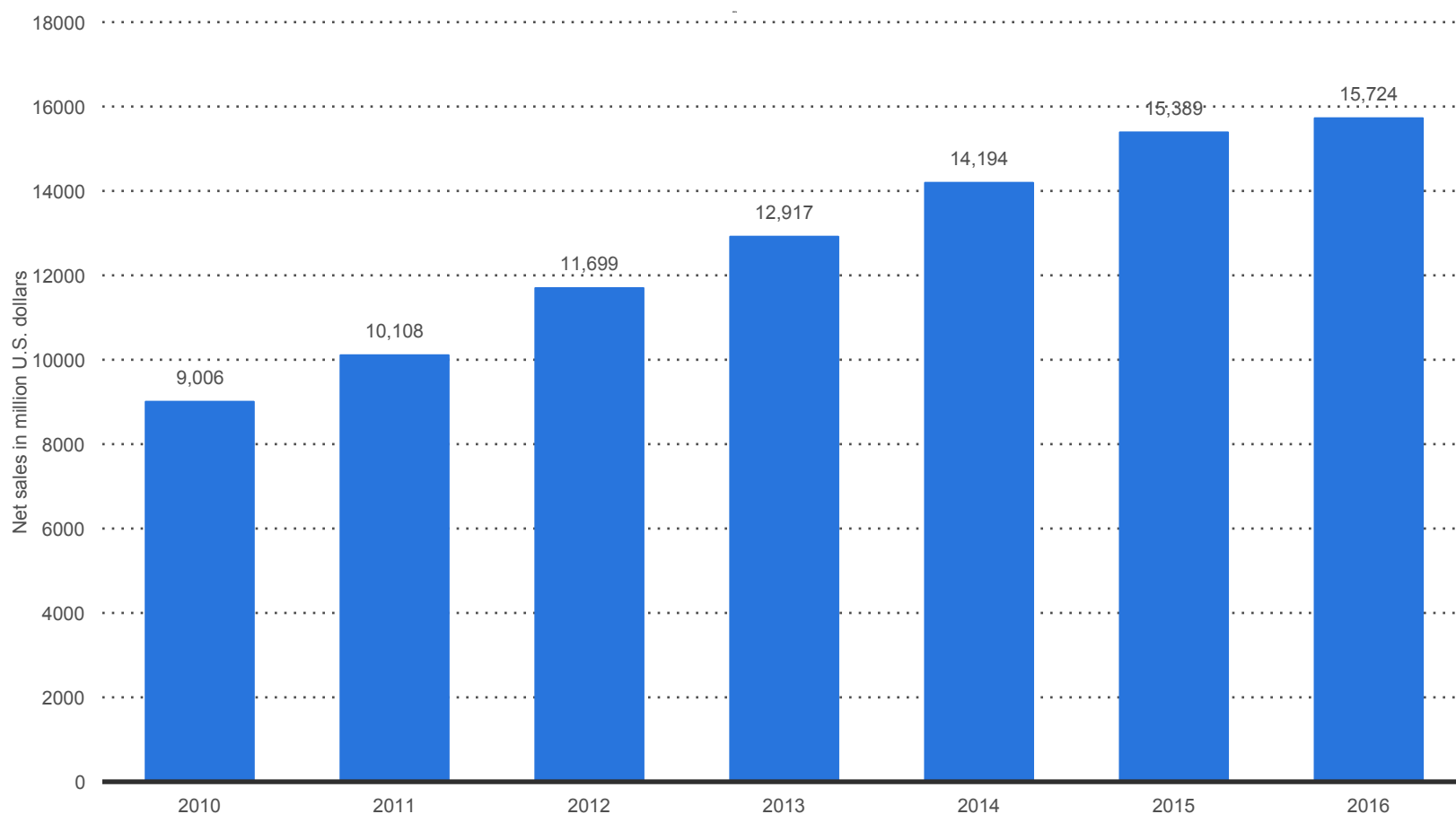
Source: Progressive Grocer [ID 240842](#)

Whole Foods Market

Company data

Global net sales of Whole Foods Market 2010-2016

Net sales of Whole Foods Market worldwide from 2010 to 2016 (in million U.S. dollars)



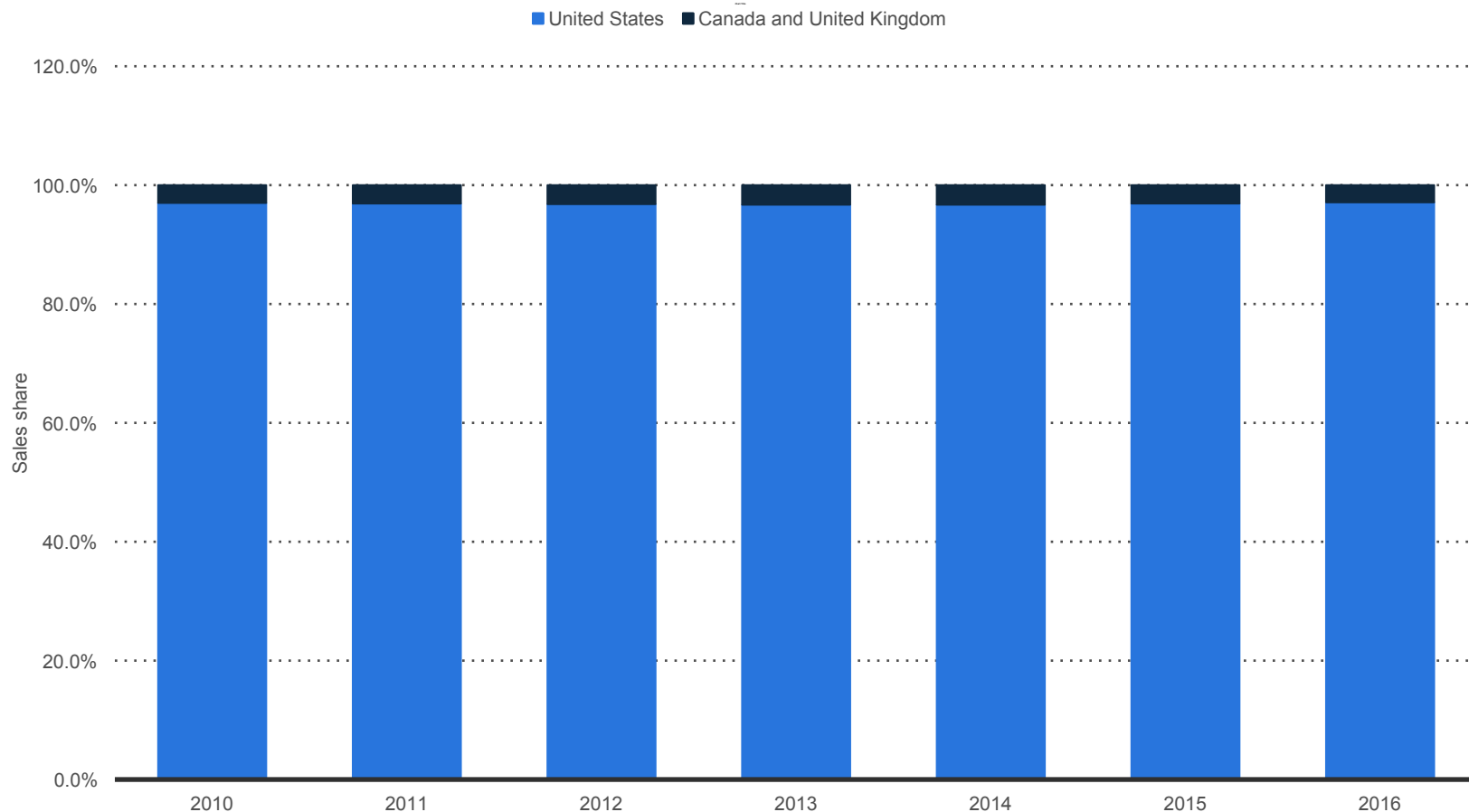
Note: Worldwide; 2010 to 2016

Further information regarding this statistic can be found on [page 38](#).

Source: Whole Foods Market [ID 258673](#)

Whole Foods Market's sales distribution worldwide by region 2010-2016

Sales share of Whole Foods Market worldwide from 2010 to 2016, by region



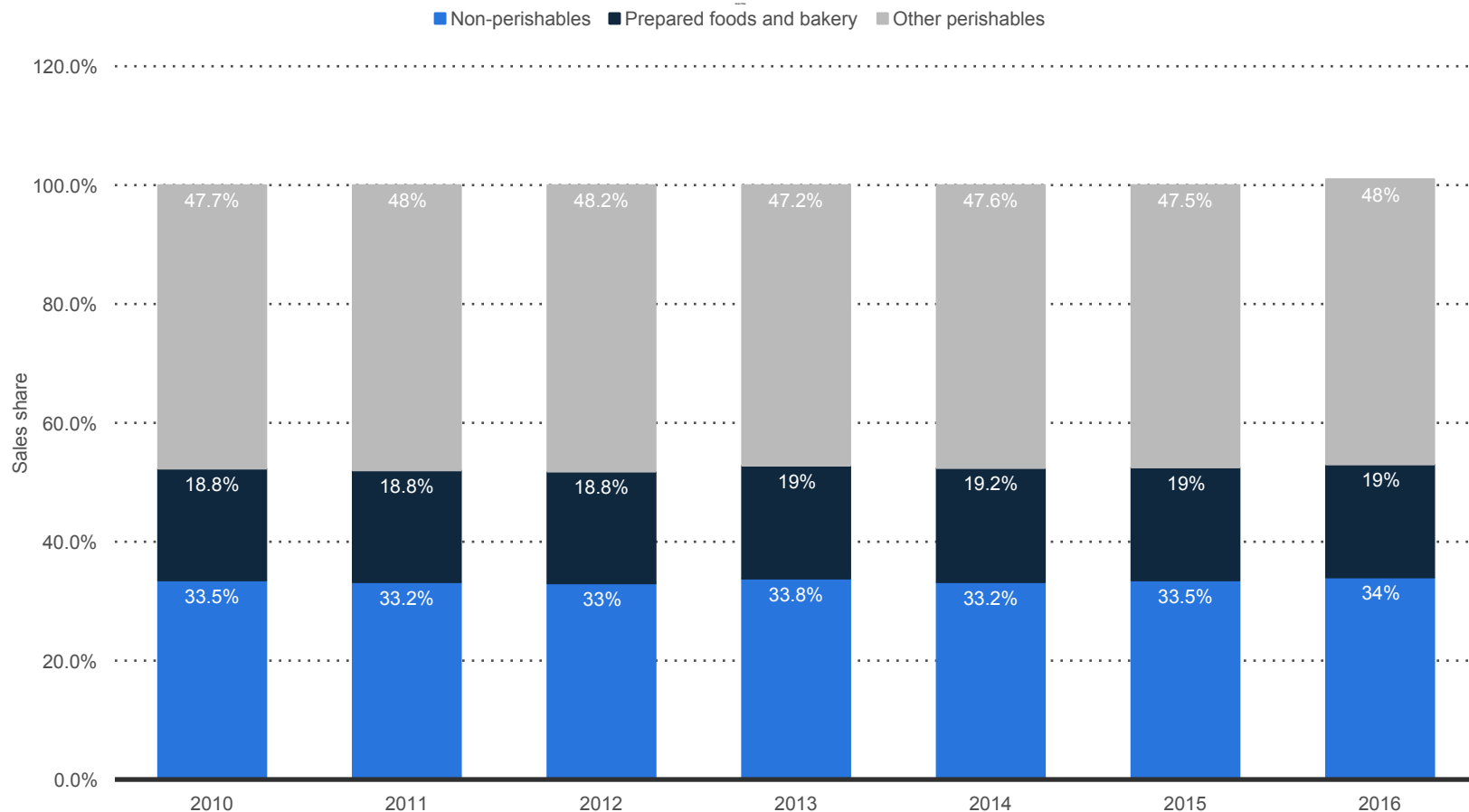
Note: Worldwide; 2010 to 2016

Further information regarding this statistic can be found on [page 39](#).

Source: Whole Foods Market [ID 258676](#)

Whole Foods Market's sales distribution worldwide by product category 2010-2016

Sales share of Whole Foods Market worldwide from 2010 to 2016, by product category



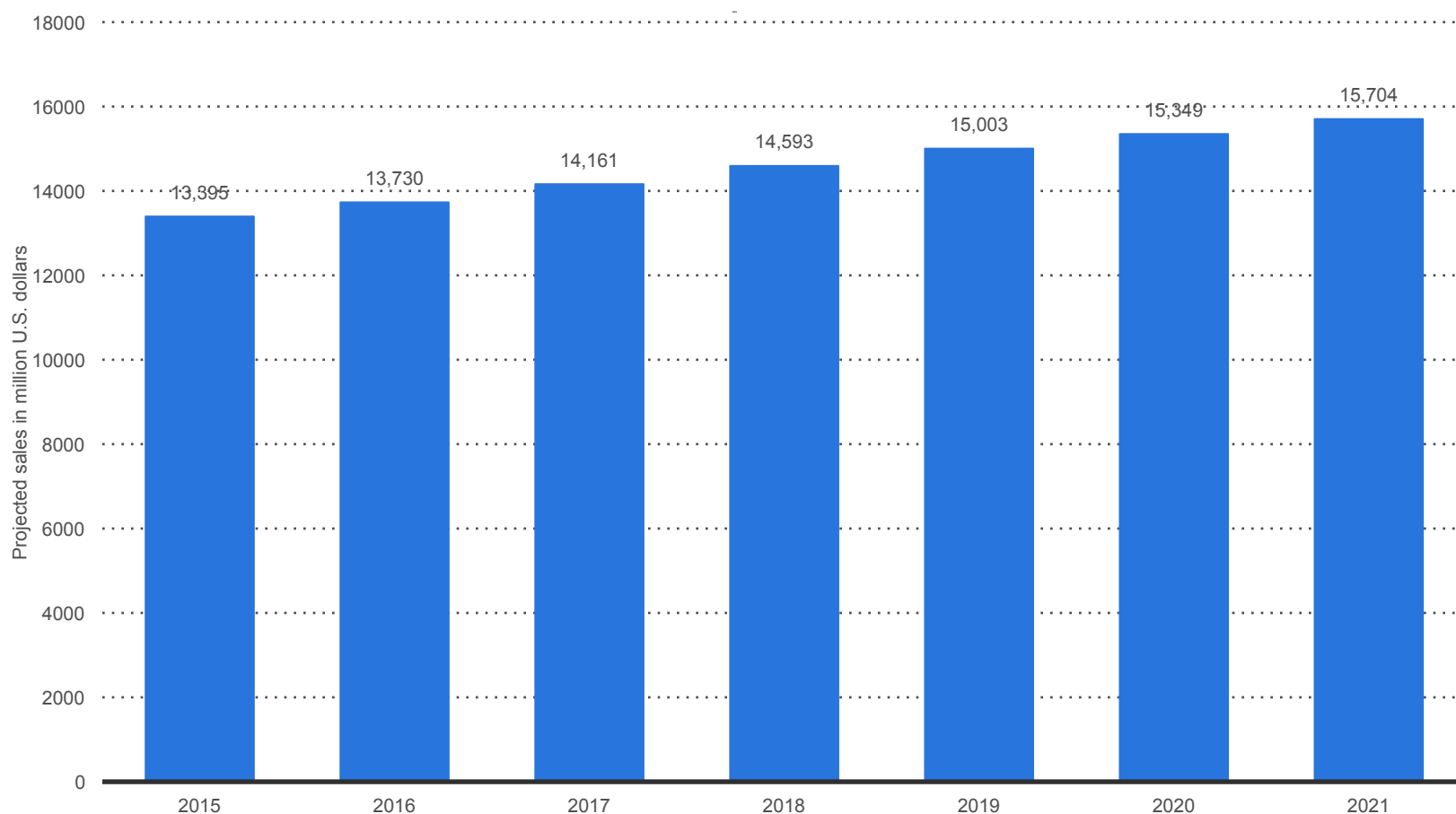
Note: Worldwide; 2010 to 2016

Further information regarding this statistic can be found on [page 40](#).

Source: Whole Foods Market [ID 258680](#)

Projected sales of Whole Foods Market in the U.S. 2015-2021

Projected sales of Whole Foods Market in the United States from 2015 to 2021 (in million U.S. dollars)*



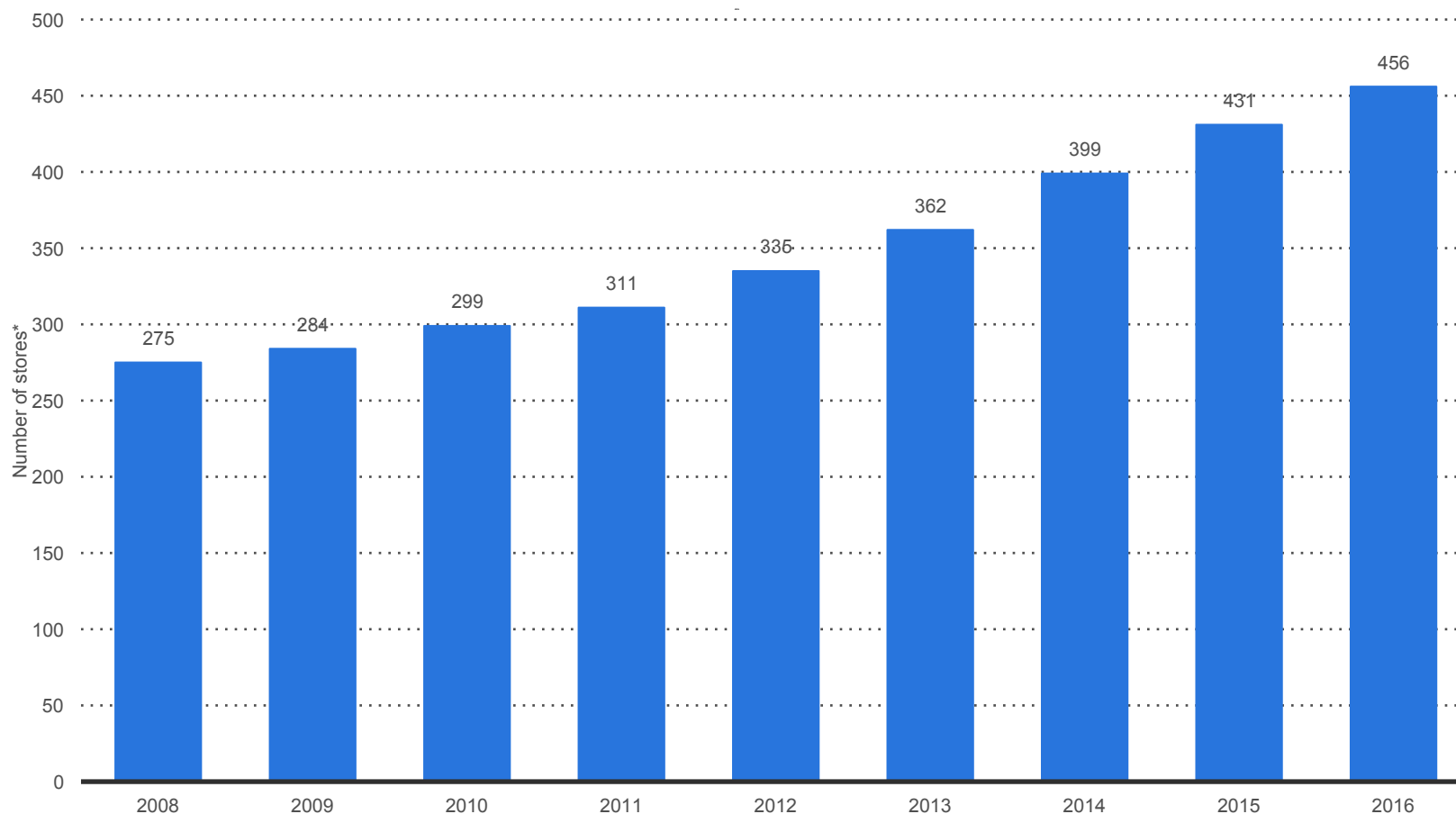
Note: United States; 2015

Further information regarding this statistic can be found on [page 41](#).

Source: Business Insider; Cowen Group [ID 562922](#)

Whole Foods Market's number of stores worldwide 2008-2016

Number of stores of Whole Foods Market worldwide from 2008 to 2016



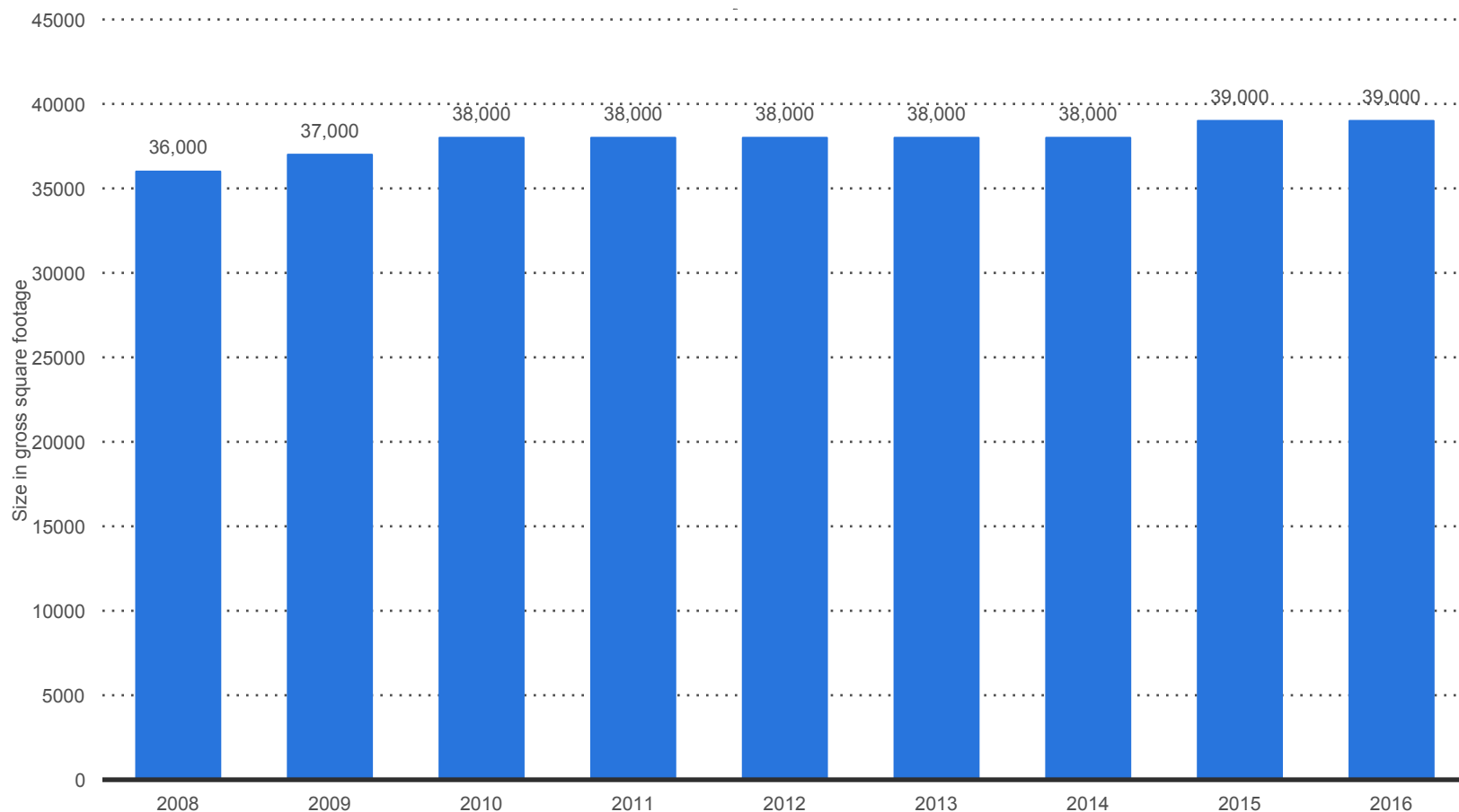
Note: Worldwide; 2008 to 2016

Further information regarding this statistic can be found on [page 42](#).

Source: Whole Foods Market [ID 258682](#)

Whole Foods Market's average store size worldwide 2008-2016

Average size of Whole Foods Market's stores worldwide from 2008 to 2016 (in gross square footage)



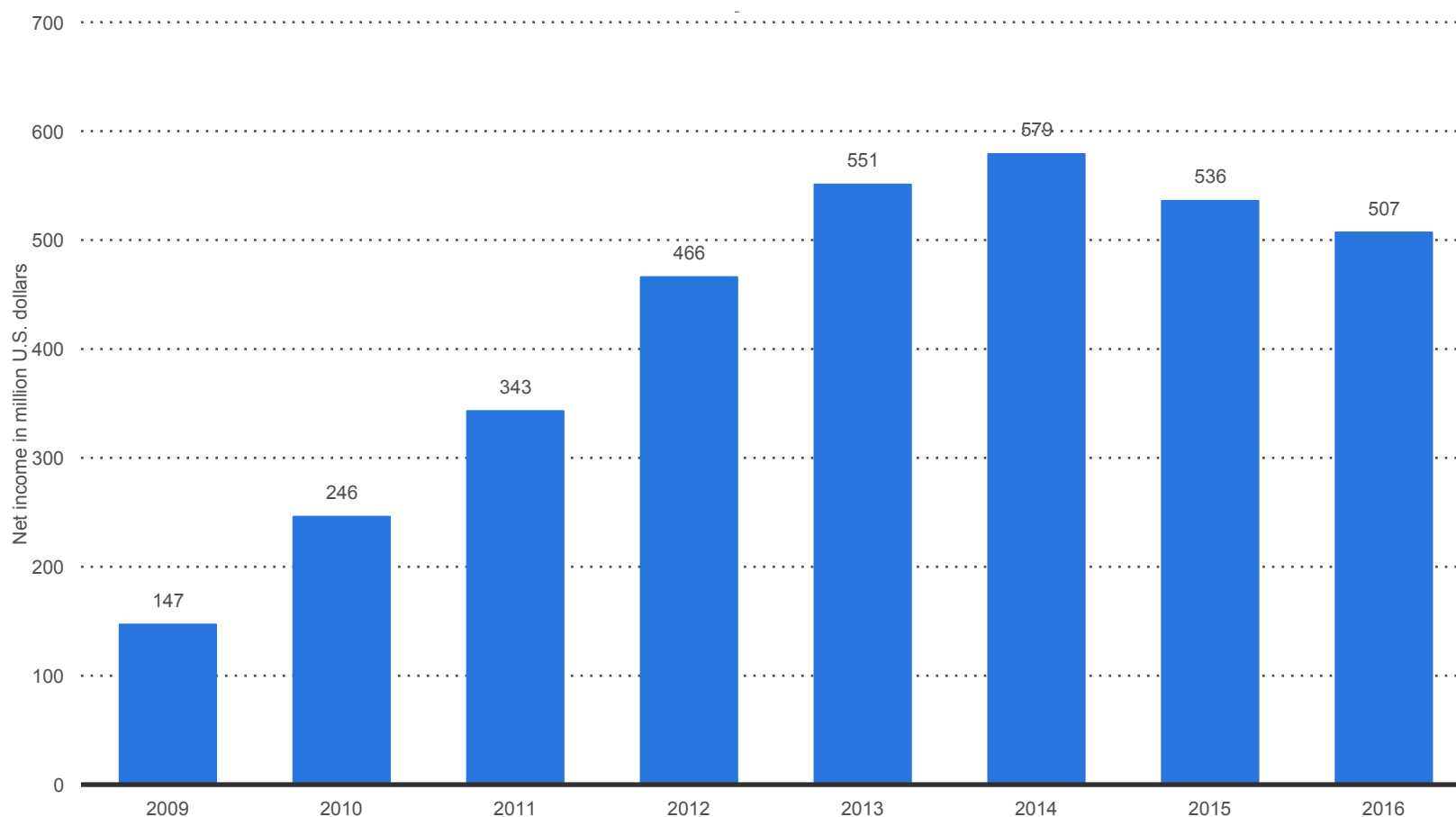
Note: Worldwide; 2008 to 2016

Further information regarding this statistic can be found on [page 43](#).

Source: Whole Foods Market [ID 258684](#)

Global net income of Whole Foods Market 2009-2016

Net income of Whole Foods Market worldwide from 2009 to 2016 (in million U.S. dollars)



Note: Worldwide; 2009 to 2016

Further information regarding this statistic can be found on [page 44](#).

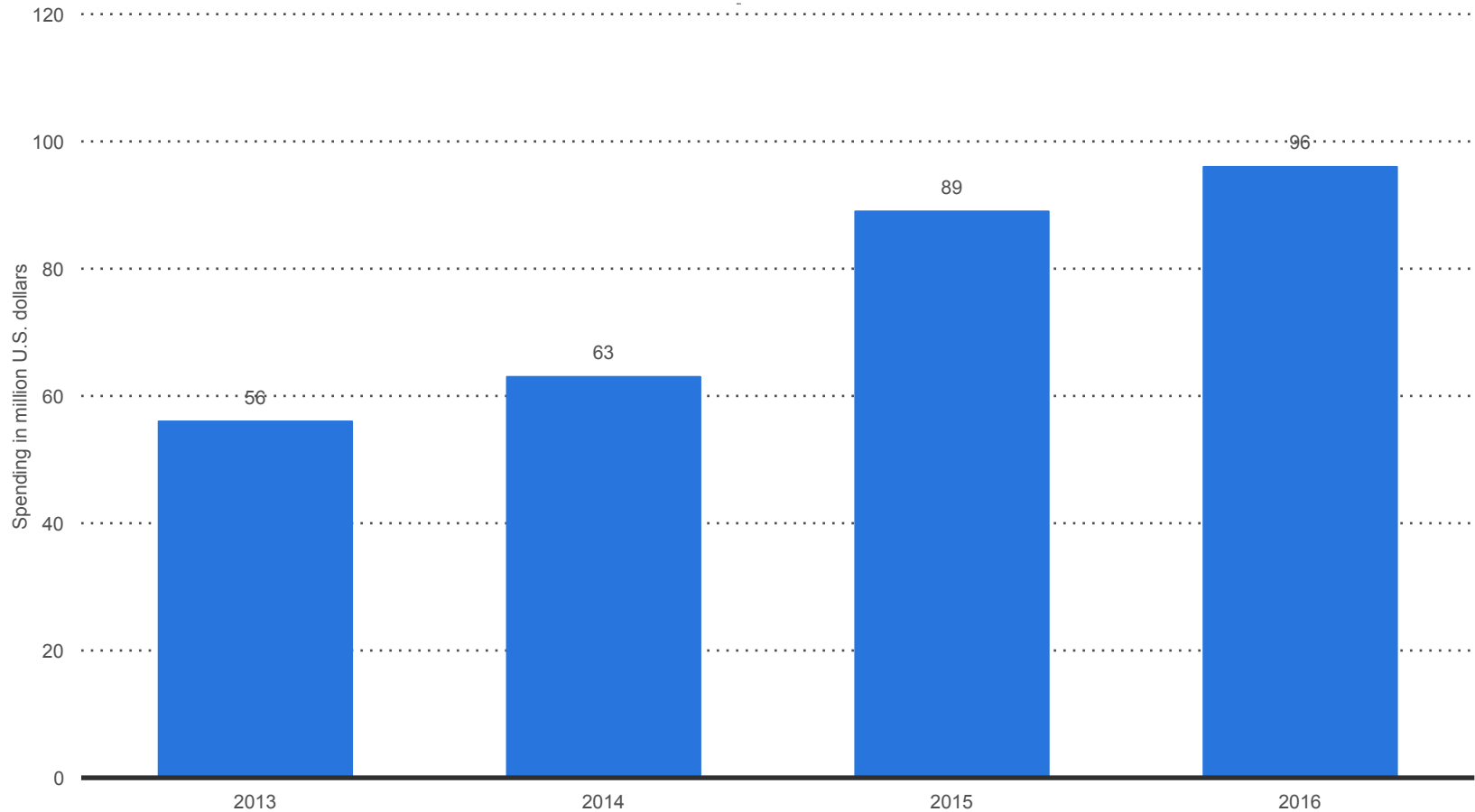
Source: Whole Foods Market [ID 258686](#)

Whole Foods Market

◆ **Ad spend and consumer behavior**

Whole Foods Market ad spend worldwide 2013-2016

Advertising spending of Whole Foods Market worldwide in the fiscal years 2013 to 2016 (in million U.S. dollars)



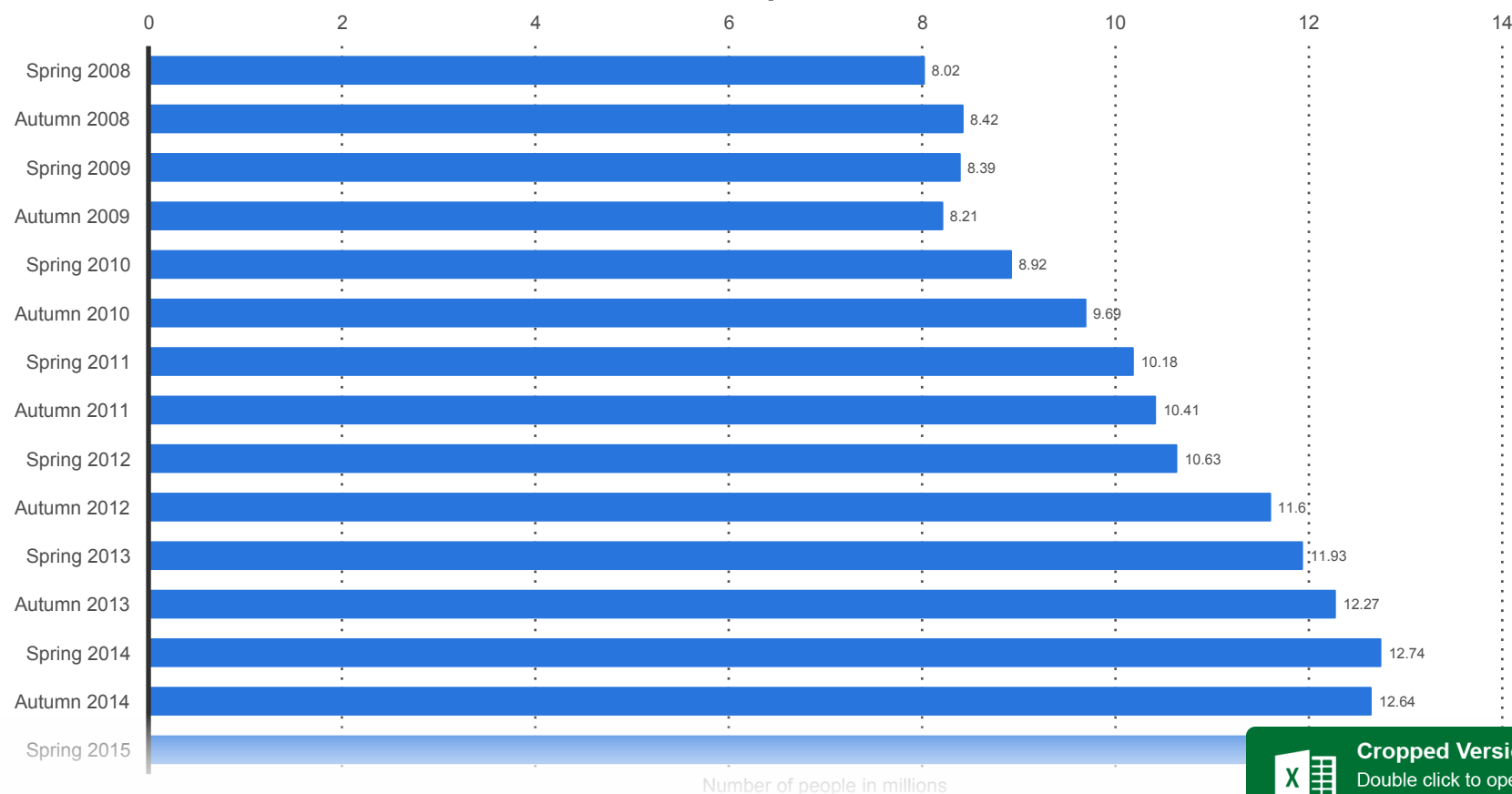
Note: Worldwide; October 2012 to September 2016

Further information regarding this statistic can be found on [page 45](#).

Source: Whole Foods Market [ID 491449](#)

People living in households that shopped at Whole Foods Market (last 7 days) in the U.S. 2017

Number of people living in households that shopped at Whole Foods Market grocery stores within the last 7 days in the United States from spring 2008 to spring 2017 (in millions)



Cropped Version

Double click to open excel file with complete data

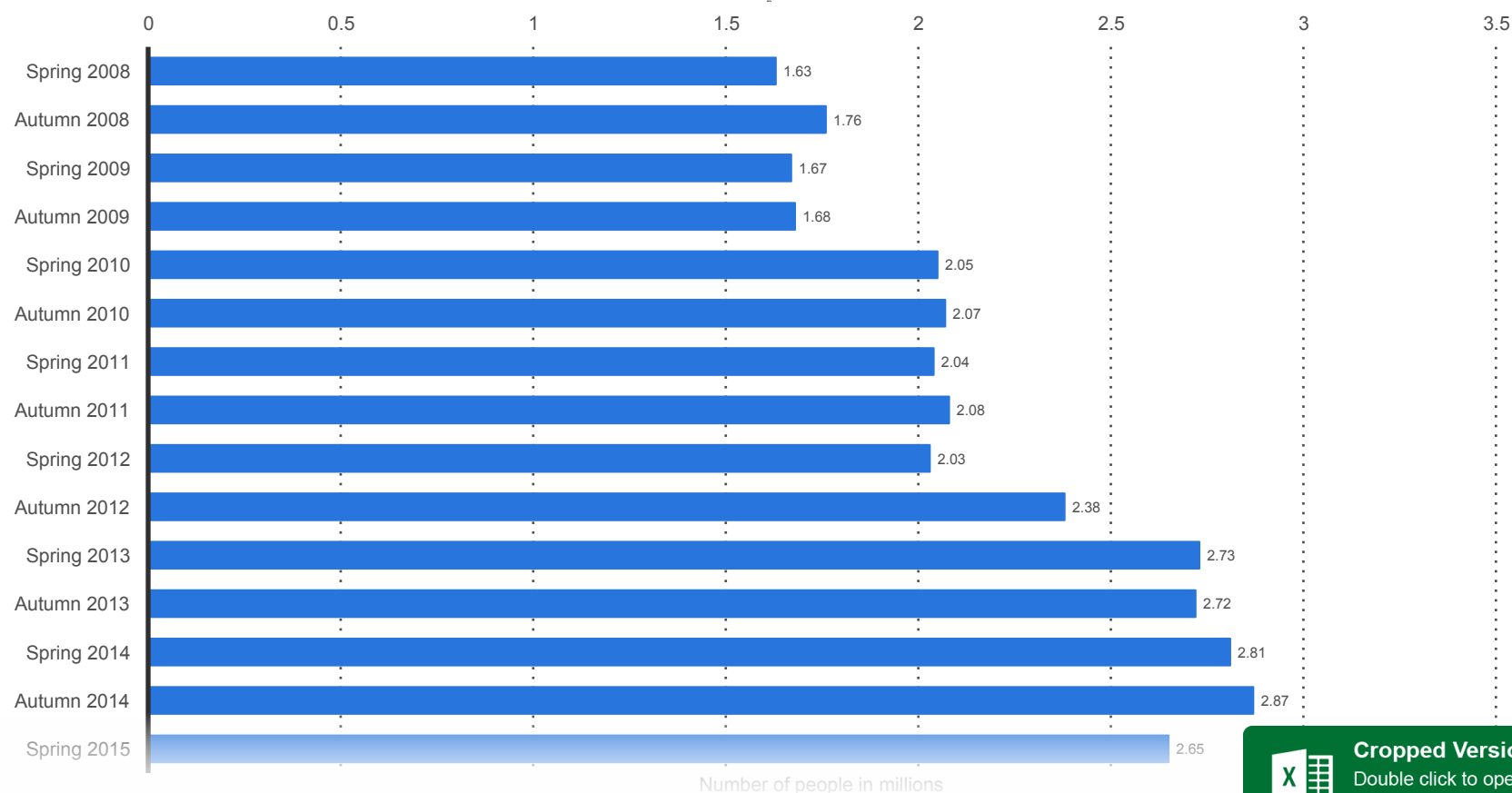
Note: United States; 18 years and older; approx. 250,000*

Further information regarding this statistic can be found on [page 46](#).

Source: Nielsen Scarborough [ID 228433](#)

People living in households that bought most of their groceries at Whole Foods Market, 2017

Number of people living in households that bought most of their groceries at Whole Foods Market in the United States from spring 2008 to spring 2017 (in millions)



Cropped Version

Double click to open excel file with complete data

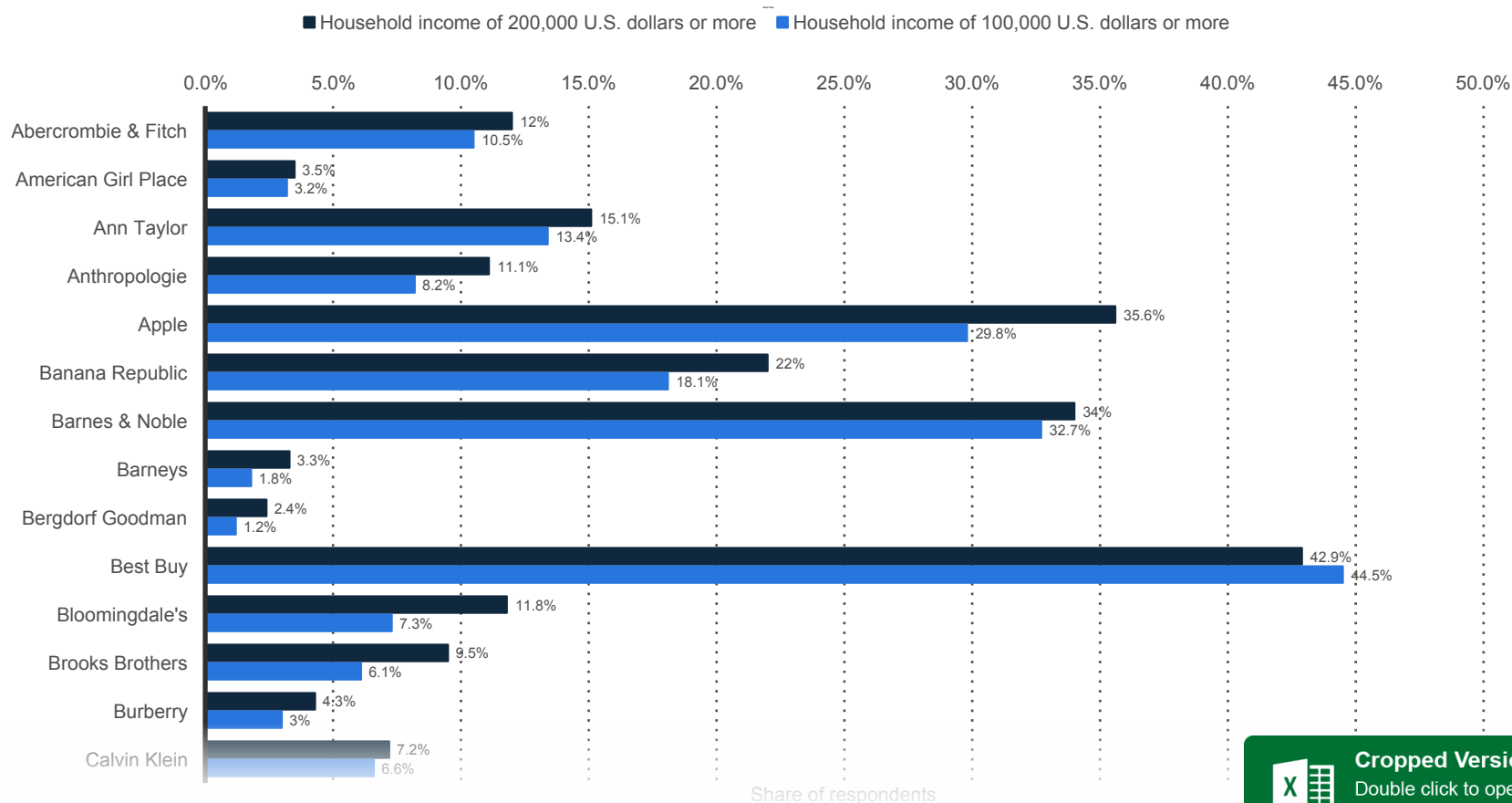
Note: United States; 18 years and older; approx. 250,000*

Further information regarding this statistic can be found on [page 47](#).

Source: Nielsen Scarborough [ID 228450](#)

Retail outlets where affluent Americans shopped in 2016

Retail outlets where people from affluent American households shopped in person, online or by mail order in the past 12 months in 2016



Cropped Version

Double click to open excel file with complete data

Note: United States; 18 years and older; Persons with a household income of 100K+ U.S. dollars: 24,424; persons with a household income of 200K+ U.S. dollars: 5,368; Persons living in affluent households

Further information regarding this statistic can be found on [page 48](#).

Source: Ipsos [ID 241899](#)

Whole Foods Market

References

Brand value of the leading 20 most valuable retail brands worldwide 2017

Brand value of the leading 20 most valuable retail brands worldwide in 2017 (in million U.S. dollars)*

Source and methodology information

Source Millward Brown

Conducted by Millward Brown; Kantar Worldpanel; Bloomberg

Survey period 2017

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Millward Brown

Publication date June 2017

Original source Brandz - Top 100 most valuable global brands 2017, page 183

Website URL [visit the website](#)

Notes:

* The retail category includes physical and digital distribution channels in grocery and department stores and specialists in drug, electrical, DIY and home furnishings. Amazon appears in retail because it achieves approximately 90 percent of its sales from online retailing.

Market share of the leading U.S. food retailers 2016

Market share of U.S. food and beverage purchases in 2016, by company*

Source and methodology information

Notes:

* Forecast.

Source Cowen Group; Bloomberg; Supermarket News

Conducted by Cowen Group; Supermarket News

Survey period 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Bloomberg

Publication date April 2016

Original source bloomberg.com

Website URL [visit the website](#)

Least engaging brands in the U.S. 2016

Least engaging brands in the United States in 2016

Source and methodology information

Source	Brand Keys
Conducted by	Brand Keys
Survey period	2016
Region	United States
Number of respondents	42,792 consumers
Age group	18-65 years
Special characteristics	<i>n.a.</i>
Published by	Brand Keys
Publication date	May 2016
Original source	brandkeys.com
Website URL	visit the website

Notes:

Brand Keys 2016 Customer Loyalty Index surveyed consumers from nine US Census Regions, self-selected categories in which they are consumers, and the brands for which they are consumers. 70 percent were interviewed by phone, 25 percent via face-to-face interviews and five percent online. The percentages indicate the the degree to which a brand met expectations versus a consumer-generated, category-specific ideal of 100 percent.

Most important retailers in North America based on brand value 2014

Leading 25 retailers in North America in 2014, based on brand value (in billion U.S. dollars)

Source and methodology information

Source Interbrand

Conducted by Interbrand

Survey period 2014

Region Canada; United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Interbrand

Publication date May 2014

Original source Best Retail Brands 2014, page 59

Website URL [visit the website](#)

Notes:

Numbers have been rounded to provide a better understanding of the statistic.
For more details see the applied methodology on page 130.

Leading 100 American retailers based on U.S. retail sales 2016

Leading 100 American retailers in 2016, based on U.S. retail sales (in billion U.S. dollars)

Source and methodology information

Source Stores; Kantar; National Retail Federation

Conducted by Kantar

Survey period 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Stores; National Retail Federation

Publication date June 2017

Original source nrf.com

Website URL [visit the website](#)

Notes:

Numbers are rounded. United States = 50 states and District of Columbia. Sales in Puerto Rico, the U.S. Virgin Islands, and Guam have been estimated and removed if reported as part of the U.S. business segment for that company. All retail sales estimates are excluding wholesale and non-retail services (not sold at store), but include online retail sales. Fuel sales are included, except where revenues of fuel exceed 50 percent of average store revenues. In this case sales are reported exclusive of fuel sales. All figures are estimates. * Walgreens acquisition of Rite Aid pending approval, to be reflected in FY2016. ** Revenues reported for the 53-week reporting period.

Leading supermarkets in the U.S. 2016, based on retail sales

Leading supermarkets in the United States in 2016, based on retail sales (in billion U.S. dollars)

Source and methodology information

Source Kantar; Progressive Grocer

Conducted by Kantar

Survey period 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Progressive Grocer

Publication date July 2017

Original source Progressive Grocer Magazine, July 2017, page 44

Website URL [visit the website](#)

Notes:

Numbers have been rounded to provide a better understanding of the statistic.
Includes online sales related to respective retailers.

Sales of the leading supermarkets in the U.S. per store 2016

Sales per store of the leading supermarkets in the United States in 2016 (in 1,000 U.S. dollars)*

Source and methodology information

Source Stores; Kantar

Conducted by Kantar

Survey period 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Stores

Publication date June 2017

Original source stores.org

Website URL [visit the website](#)

Notes:

* Leading supermarkets based on 2016 retail sales. Includes online sales related to respective retailer.

Number of stores of the leading supermarkets in the U.S. 2016

Number of stores of the leading supermarkets in the United States in 2016

Source and methodology information

Notes:

n.a.

Source Stores; Kantar

Conducted by Kantar

Survey period 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Stores

Publication date June 2017

Original source stores.org

Website URL [visit the website](#)

Number of employees of the leading U.S. supermarkets 2016

Number of employees of the leading supermarkets in the United States in 2016

Source and methodology information

Source Progressive Grocer

Conducted by Progressive Grocer

Survey period 2016

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Progressive Grocer

Publication date May 2016

Original source Progressive Grocer Magazine, May 2016, page 30

Website URL [visit the website](#)

Notes:

* Retailer does not break out segmented sales by category. ** Full-time equivalent employees. Full-time equivalent employees are the sum of regular workers plus one-half the number of part-time employees. Statistic is based on Food Marketing Institute's definition of a supermarket: a grocery store with a minimum of 2 million U.S. dollars in annual sales. Leading 15 U.S. supermarkets based on sales in terms of all-commodity volume (ACV).

Global net sales of Whole Foods Market 2010-2016

Net sales of Whole Foods Market worldwide from 2010 to 2016 (in million U.S. dollars)

Source and methodology information

Source Whole Foods Market

Conducted by Whole Foods Market

Survey period 2010 to 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Whole Foods Market

Publication date November 2016

Original source Whole Foods Market - Form 10-K 2016, page 17

Website URL [visit the website](#)

Notes:

Fiscal years 2016, 2015, 2014, 2013, 2011 and 2010 were 52-week years and fiscal year 2012 was a 53-week year. Fiscal year 2016 ended on September 25.

Whole Foods Market's sales distribution worldwide by region 2010-2016

Sales share of Whole Foods Market worldwide from 2010 to 2016, by region

Source and methodology information

Source Whole Foods Market

Conducted by Whole Foods Market

Survey period 2010 to 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Whole Foods Market

Publication date November 2016

Original source Whole Foods Market - Form 10-K 2016, page 39

Website URL [visit the website](#)

Notes:

Fiscal years 2016, 2015, 2014, 2013, 2011 and 2010 were 52-week years and fiscal year 2012 was a 53-week year. Fiscal year 2016 ended on September 25.

Whole Foods Market's sales distribution worldwide by product category 2010-2016

Sales share of Whole Foods Market worldwide from 2010 to 2016, by product category

Source and methodology information

Source Whole Foods Market

Conducted by Whole Foods Market

Survey period 2010 to 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Whole Foods Market

Publication date November 2016

Original source Whole Foods Market - Form 10-K 2016, page 3

Website URL [visit the website](#)

Notes:

Fiscal years 2016, 2015, 2014, 2013, 2011 and 2010 were 52-week years and fiscal year 2012 was a 53-week year. Fiscal year 2016 ended on September 57.

Projected sales of Whole Foods Market in the U.S. 2015-2021

Projected sales of Whole Foods Market in the United States from 2015 to 2021 (in million U.S. dollars)*

Source and methodology information

Notes:

* Estimate.

Source Business Insider; Cowen Group

Conducted by Cowen Group

Survey period 2015

Region United States

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Business Insider

Publication date May 2016

Original source [businessinsider.de](https://www.businessinsider.de)

Website URL [visit the website](https://www.businessinsider.de)

Whole Foods Market's number of stores worldwide 2008-2016

Number of stores of Whole Foods Market worldwide from 2008 to 2016

Source and methodology information

Source Whole Foods Market

Conducted by Whole Foods Market

Survey period 2008 to 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Whole Foods Market

Publication date November 2016

Original source Whole Foods Market - Form 10-K 2016

Website URL [visit the website](#)

Notes:

* Number of stores as of September 25. Fiscal years 2016, 2015, 2014, 2013, 2011 and 2010 were 52-week years and fiscal year 2012 was a 53-week year. Fiscal year 2016 ended on September 25.

Whole Foods Market's average store size worldwide 2008-2016

Average size of Whole Foods Market's stores worldwide from 2008 to 2016 (in gross square footage)

Source and methodology information

Notes:

Fiscal years 2016, 2015, 2014, 2013, 2011 and 2010 were 52-week years and fiscal year 2012 was a 53-week year. Fiscal year 2016 ended on September 25.

Source Whole Foods Market

Conducted by Whole Foods Market

Survey period 2008 to 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Whole Foods Market

Publication date November 2016

Original source Whole Foods Market - Form 10-K 2016, page 17

Website URL [visit the website](#)

Global net income of Whole Foods Market 2009-2016

Net income of Whole Foods Market worldwide from 2009 to 2016 (in million U.S. dollars)

Source and methodology information

Source Whole Foods Market

Conducted by Whole Foods Market

Survey period 2009 to 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Whole Foods Market

Publication date November 2016

Original source Whole Foods Market - Form 10-K 2016, page

Website URL [visit the website](#)

Notes:

Fiscal years 2016, 2015, 2014, 2013, 2011 and 2010 were 52-week years and fiscal year 2012 was a 53-week year. Fiscal year 2016 ended on September 25.

Whole Foods Market ad spend worldwide 2013-2016

Advertising spending of Whole Foods Market worldwide in the fiscal years 2013 to 2016 (in million U.S. dollars)

Source and methodology information

Source Whole Foods Market

Conducted by Whole Foods Market

Survey period October 2012 to September 2016

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Whole Foods Market

Publication date November 2016

Original source Whole Foods Market - Form 10-K 2016, page 42

Website URL [visit the website](#)

Notes:

Fiscal year 2016 ended on September 25, 2015.

People living in households that shopped at Whole Foods Market (last 7 days) in the U.S. 2017

Number of people living in households that shopped at Whole Foods Market grocery stores within the last 7 days in the United States from spring 2008 to spring 2017 (in millions)

Source and methodology information

Source	Nielsen Scarborough
Conducted by	Nielsen Scarborough
Survey period	Spring 2008 to spring 2017

Region	United States
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Number of respondents	approx. 250,000*
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Age group	18 years and older
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Special characteristics	<i>n.a.</i>
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Published by	Nielsen Scarborough
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Publication date	September 2017
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Original source	Scarborough USA+ 2017 Release 1
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Website URL	visit the website
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Notes:

Base total population (18 years and older): spring 2017: 249.64 million autumn 2016: 248.28 million spring 2016: 246.84 million autumn 2015: 245.40 million spring 2015: 244.19 million autumn 2014: 242.98 million spring 2014: 241.53 million autumn 2013: 240.09 million spring 2013: 238.56 million autumn 2012: 237.02 million spring 2012: 236.61 million autumn 2011: 236.2 million spring 2011: 235.02 million autumn 2010: 233.84 million spring 2010: 232.96 million autumn 2009: 232.08 million spring 2009: 230.98 million autumn 2008: 229.87 million spring 2008: 228.48 million The data have been rounded to provide a better understanding of the statistics.

People living in households that bought most of their groceries at Whole Foods Market, 2017

Number of people living in households that bought most of their groceries at Whole Foods Market in the United States from spring 2008 to spring 2017 (in millions)

Source and methodology information

Source	Nielsen Scarborough
Conducted by	Nielsen Scarborough
Survey period	Spring 2008 to spring 2017

Region	United States
--------	---------------

Number of respondents	approx. 250,000*
-----------------------	------------------

Age group	18 years and older
-----------	--------------------

Special characteristics	<i>n.a.</i>
-------------------------	-------------

Published by	Nielsen Scarborough
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Publication date	September 2017
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Original source	Scarborough USA+ 2017 Release 1
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Website URL	visit the website
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Notes:

Base total population (18 years and older): spring 2017: 249.64 million autumn 2016: 248.28 million spring 2016: 246.84 million autumn 2015: 245.40 million spring 2015: 244.19 million autumn 2014: 242.98 million spring 2014: 241.53 million autumn 2013: 240.09 million spring 2013: 238.56 million autumn 2012: 237.02 million spring 2012: 236.61 million autumn 2011: 236.2 million spring 2011: 235.02 million autumn 2010: 233.84 million spring 2010: 232.96 million autumn 2009: 232.08 million spring 2009: 230.98 million autumn 2008: 229.87 million spring 2008: 228.48 million The data have been rounded to provide a better understanding of the statistics.

Retail outlets where affluent Americans shopped in 2016

Retail outlets where people from affluent American households shopped in person, online or by mail order in the past 12 months in 2016

Source and methodology information

Source	Ipsos
Conducted by	Ipsos
Survey period	n.a.
Region	United States
Number of respondents	Persons with a household income of 100K+ U.S. dollars: 24,424; persons with a household income of 200K+ U.S. dollars: 5,368
Age group	18 years and older
Special characteristics	Persons living in affluent households
Published by	Ipsos
Publication date	April 2016
Original source	Fall 2016 Ipsos Affluent Survey USA
Website URL	visit the website

Notes:

For the survey, the question for this section was posed as follows: "Listed below are stores where you or other members of your household might shop in person, online, or by telephone or mail order. Please indicate which ones you or other members of your household have shopped at in the past 12 months."