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# 2025–2030 U.S. Grocery Forecast – April 2025

By Russ Dieringer // April 30, 2025 // Forecasts, Research

**TL;DR:** *Stratably's latest U.S. grocery forecast highlights a below average growth outlook in '25 and '26, with Amazon and Walmart standing out as share gainers.*

*1 minute read*

Stratably's latest market forecast provides forward-looking insights into the U.S. grocery sector during a time of significant economic uncertainty.

This forecast stands apart by modeling the grocery category *within* individual retailers — Amazon, Walmart, Kroger, Target, and Albertsons — while segmenting growth across digital and physical channels.

These projections give eCommerce, retail media, and sales leaders the information they need to know where growth is coming from and how best to allocate resources.

**Inside the report (for logged-in members)**

- A macro-to-micro breakdown of total U.S. grocery growth
- Retailer-specific tables for Amazon, Walmart, Kroger, Target, and Albertsons
- Commentary and visuals that make trends easy to interpret and share
- Strategic implications for omnichannel planning

The data shows 2025 and 2026 will be volatile—but also offers a clearer picture of when growth stabilizes.

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