# 2026–2030 U.S. Grocery Forecast – December 2025 Edition

By Russ Dieringer // December 15, 2025 // Forecasts, Research

**TL;DR:** *Our latest forecast reflects accelerating digital adoption and widening performance gaps across retailers. Digital channels are projected to drive more than 75% of incremental grocery dollars through 2030, with Amazon and Walmart seen extending their share gains.*

*1* minute read

Stratably's latest multi-year U.S. Grocery Market Forecast is now available, offering a refreshed look at how the category is evolving following an unexpectedly resilient 2025 and continued momentum in digital channels.

This forecast provides a clear, comparable view of market growth, retailer trajectories, and the channel mix shifts that will shape planning cycles for 2026 and beyond. We model the grocery category for Amazon, Walmart, Kroger, Target, and Albertsons, quantifying growth across both physical and digital channels.

The goal is to help eCommerce, retail media, and sales leaders understand where growth is coming from in order to allocate resources accordingly.

**Inside the Report (for Logged-In Members):**

- Retailer-specific growth tables and five-year CAGRs for Amazon, Walmart, Kroger, Target, and Albertsons
- U.S. grocery market outlook through 2030 (nominal and real)
- Visuals that make trends easy to interpret and share
- Strategic implications for omnichannel planning

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