

# Amazon's Grocery Growth: Core Wins the Race Over Fresh

By Claire McBride // January 8, 2025 // Briefings, Research

**TL;DR:** Amazon's grocery growth is being driven by its Core Amazon.com platform, while Amazon Fresh continues to underperform.

1.5 minute read

Amazon is growing fast in the grocery category.

- It grew an estimated 14% in the U.S. grocery category in 2024 ([Momentum Commerce](#)), outperforming our estimates for its overall U.S. GMV growth of 9%.
- 61% of food and CPG brands reported Amazon as their fastest-growing retailer in 2024.

For grocery brands looking to capitalize, understanding where this growth is happening is critical to investing in the right places.

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