

Don't Miss Amazon's Colossal Grocery Business

By Russ Dieringer // August 14, 2025 // Briefings, Research

TL;DR: Amazon's U.S. grocery business is already over \$100B, growing 15%+, and larger than Walmart's online grocery business. It's on pace to pass Kroger by 2027. Many brands underestimate it, leading to undersized teams, low media spend, and weak marketplace execution. The opportunity is much bigger than most leadership teams realize.

2 minute read

The Insight

It's easy to lose track of the magnitude of Amazon's numbers.

For instance, it's management team recently disclosed that its everyday essentials categories are on pace for more than \$100 billion in sales this year in the U.S., and that it's growing at more than twice the rate of its other categories.

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