

Kroger 1Q26 Results: Key Takeaways for Consumer Brands

By Russ Dieringer // June 18, 2026 // Forecasts, Research

***TL;DR:** Kroger is evolving into a complicated retail partner. Its business is rapidly shifting towards eCommerce, now profitable for the first time and accounting for effectively all of its growth in recent quarters. Its new CEO is demanding every SKU earn its place on the shelf. And the rise of its private label items makes holding share even more difficult. The brands that win will prioritize eCommerce excellence, dial in their revenue growth management tactics, and introduce differentiated products consumers are willing to pay for.*

5 minute read

Kroger reported its latest quarterly results this morning, reaffirming its full year outlook while delivering a mixed set of sales and profitability metrics. Despite the mixed results, brands are left with a clear path forward:

- Kroger's growth is coming entirely from eCommerce, which is now profitable, making the digital shelf the priority rather than a side channel.
- New CEO Greg Foran insisted every SKU must earn its place against a backdrop of meaningful price investments, signaling tougher line reviews ahead.
- Kroger's own brands continue to gain on national brands, raising the stakes on defending distribution and share.

Our quarterly analysis covers:

1. Brand Action Items
2. Kroger's 1Q26 KPIs
3. How Kroger's Growth Compares to Peers
4. The Most Noteworthy Management Commentary

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