Kroger 2025 Results: Key Takeaways for Consumer Brands

By Claire McBride // March 5, 2026 // Forecasts, Research

***TL;DR:** Kroger delivered another quarter of steady growth, with identical sales up +2.4% driven entirely by digital channels, including new DoorDash and Uber Eats partnerships that are exceeding expectations and expected to hit $1.5bn in sales next year. In 2026, brands should plan for low-single-digit topline growth, sustained price investment, and rising digital execution standards.*

7 minute read

This morning, Kroger released another quarter of steady, but unremarkable, results. Growth remained positive, yet largely in line with broader U.S. grocery trends and below the outperformance levels seen at peers like Walmart, Amazon, and Instacart when comparing against the total business (both stores and digital), given all of these retailers and platforms are competing for the same omnichannel customers.

This quarter marked the first earnings call under new CEO Greg Foran, only weeks into the role. His early commentary struck a tone of conviction paired with urgency. He expressed confidence in Kroger's core assets and long-term strategy, citing its strength in fresh, convenient trip missions for shoppers, improving affordability, strong "local" perception, and personalization capabilities powered by 84.51°.

However, he was direct that Kroger must execute faster and more consistently to close the gap with industry leaders. He shared the simple thesis of sustainable share gains and accelerating top-line growth driven by competitive pricing, a high-quality fresh business, and a well-rounded store experience.

To support the need for speed (and cost savings to reinvest into growth), Kroger launched a new capability center aimed at streamlining decision-making, increasing productivity, and accelerating speed across the organization.

Read on for our full analysis of Kroger's 4Q financials, 2026 outlook, and management commentary, including:

1. Brand Action Items
2. Calendar 4Q25 and 2025 Financial Performance
3. 2026 Outlook
4. eCommerce Highlights

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