

UNITED STATES



US grocery store rankings 2025

Discover the top-ranking grocery stores in the US based on consumer scores of consideration, quality and value.

/Research Reality





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Foreword



In today's challenging economic climate, where rising living costs continue to put pressure on household budgets, consumers are making more considered choices about where they shop. Grocery stores are at the heart of this daily decision-making, balancing affordability, quality, and service to meet evolving customer expectations.

This report unveils the latest rankings of the top grocery stores, offering valuable insights into how retailers are performing in a landscape shaped by inflation, shifting shopping habits, and the increasing demand for value."

Kenton Barelo

Vice President, YouGov America

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Key takeaways



Topping the tables

Walmart leads grocery store consideration by a wide margin, with 63.3% of US adults saying they would consider the brand for their next shopping trip.



Best bang for the buck

Walmart also ranks top for Value with a net score of 42.0, but ALDI and Costco are also viewed as offering a good deal for shoppers.



Most improved year-on-year

Amazon Fresh is gaining the most ground among shoppers, with consideration reaching 12.0%, a 48% increase from the previous year.



Quest for quality

Whole Foods Market is perceived as offering the best quality with a net Quality score of 36.5, beating out Target and Trader Joe's.



Generational grocery gaps

Gen Z are most likely to say grocery shopping is boring, and are turning to online options like Amazon Fresh.



02 Consideration rankings



Top ranked grocery stores based on consideration



Rank	Store	Consideration (%)
1	Walmart	63.3
2	Target	42.5
3	ALDI	32.8
4	Costco	31.8
5	Kroger	23.9
6	Sam's Club	22.8
7	Trader Joe's	20.5
8	Whole Foods Market	15.9
9	Publix	13.3
10	Amazon Fresh	12.0

YouGov BrandIndex US (Feb 1 2024 – Jan 31 2025). Gen pop. n>22,400. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).
Question: When you are in the market next to purchase groceries, from which of the following would you consider purchasing?

Top ranked grocery stores based on consideration



Rank	Men	Consideration (%)	Women	Consideration (%)
	Store		Store	
1	Walmart	61.6	Walmart	64.6
2	Target	42.0	Target	42.9
3	Costco	35.4 ▲	ALDI	35.5
4	ALDI	29.5	Costco	28.9
5	Kroger	24.6	Kroger	23.3
6	Sam's Club	22.6	Sam's Club	23.0
7	Trader Joe's	20.2	Trader Joe's	20.8
8	Whole Foods Market	18.0 ▲	Whole Foods Market	14.2 ▼
9	Amazon Fresh	14.9 ▲	Publix	13.1
10	Publix	13.6	Amazon Fresh	9.5 ▼

YouGov BrandIndex US (Feb 1 2024 – Jan 31 2025) Gen pop by gender. n>10,100. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Question: When you are in the market next to purchase groceries, from which of the following would you consider purchasing?
▲/▼ = +/-10% difference from gen pop

Top ranked grocery stores based on consideration

Rank	Gen Z		Millennial		Gen X		Baby Boomer	
	Store	Consideration (%)	Store	Consideration (%)	Store	Consideration (%)	Store	Consideration (%)
1	Walmart	63.2	Walmart	62.8	Walmart	64.0	Walmart	63.3
2	Target	49.4 ▲	Target	50.2 ▲	Target	44.7	Target	35.7 ▼
3	Costco	30.3 ▲	Costco	33.2	ALDI	37.3 ▲	ALDI	35.5
4	Amazon Fresh	25.8 ▲	ALDI	29.7	Costco	29.8	Costco	31.7
5	ALDI	22.6 ▼	Kroger	23.8	Kroger	26.3 ▲	Kroger	24.2
6	Whole Foods Market	19.8 ▲	Sam's Club	23.0	Sam's Club	24.6	Sam's Club	24.2
7	Trader Joe's	19.4 ▲	Amazon Fresh	21.5 ▲	Trader Joe's	21.3	Trader Joe's	20.5
8	Kroger	19.1 ▼	Trader Joe's	20.4	Whole Foods Market	15.5	Publix	14.9 ▲
9	7-Eleven	18.0 ▲	Whole Foods Market	19.7 ▲	Publix	14.7 ▲	Whole Foods Market	13.1 ▼
10	Sam's Club	15.0 ▼	7-Eleven	14.7 ▲	Safeway	10.0	BJ's Wholesale	9.1

YouGov BrandIndex US (Feb 1 2024 – Jan 31 2025) Gen pop by generation. n>2,700. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Question: When you are in the market next to purchase groceries, from which of the following would you consider purchasing?
▲/▼ = +/-10% difference from gen pop

Most improved grocery stores based on consideration



Rank	Store	2025 Consideration (%)	2024 Consideration (%)	Change in consideration
1	Amazon Fresh	12.0	8.1	+3.9
2	Target	42.5	39.6	+2.9
3	Walmart	63.3	60.9	+2.4
4	Costco	31.8	29.8	+2.0
5	Shoprite/Wakefern	7.0	5.0	+2.0
6	7-Eleven	7.6	5.7	+1.9
7	Fresh Market	6.9	5.1	+1.8
8	Shop 'n Save	4.0	2.7	+1.3
9	Whole Foods Market	15.9	15.0	+0.9
10	BJ's Wholesale	8.7	8.0	+0.7

YouGov BrandIndex US (Feb 1 2023 – Jan 31 2025). Gen pop. n>20,800. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days).
Question: When you are in the market next to purchase groceries, from which of the following would you consider purchasing?

03 Value and quality rankings



Top ranked grocery stores based on value and quality



Value			Quality	
Rank	Store	Value (net)	Store	Value (net)
1	Walmart	42.0	Whole Foods Market	36.5
2	ALDI	38.6	Target	35.4
3	Costco	35.1	Trader Joe's	35.3
4	Target	29.2	Costco	35.2
5	Sam's Club	25.0	ALDI	28.2
6	Kroger	17.5	Kroger	27.7
7	Trader Joe's	14.8	Sam's Club	22.4
8	BJ's Wholesale	11.0	Walmart	22.1
9	Save A Lot	8.9	Publix	21.9
10	Amazon Fresh	8.4	Amazon Fresh	17.4

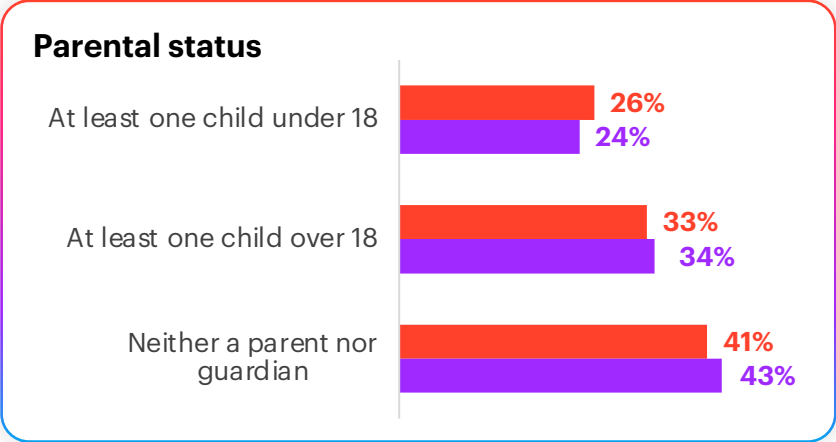
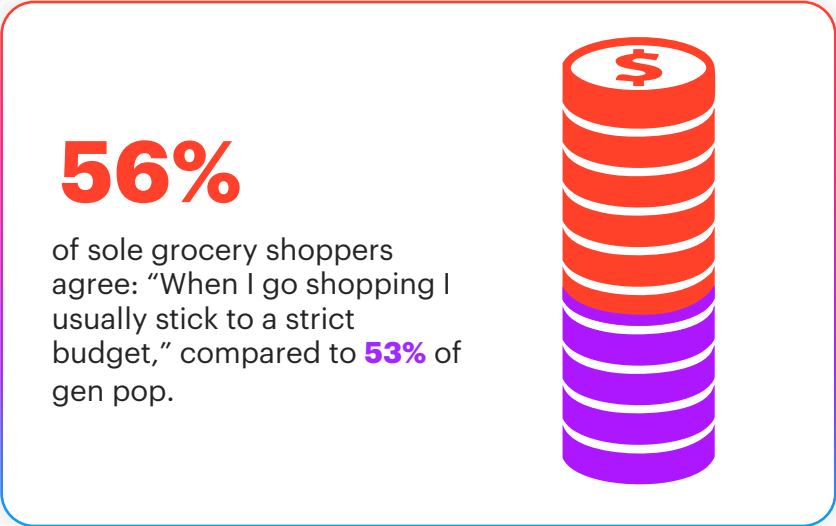
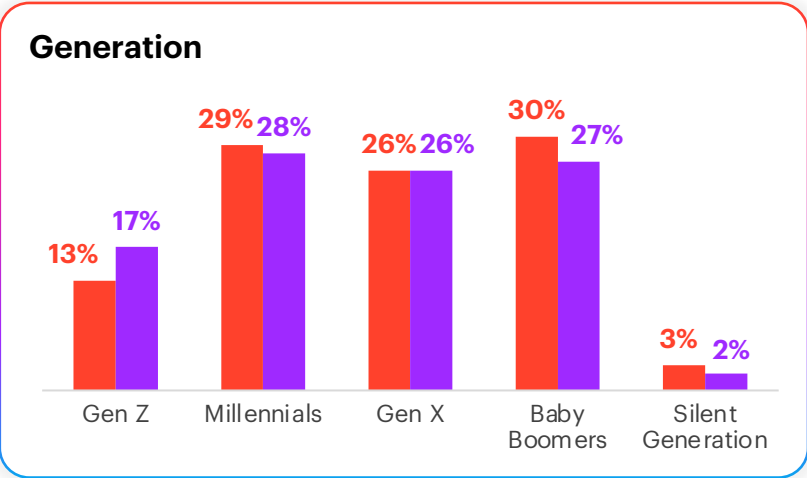
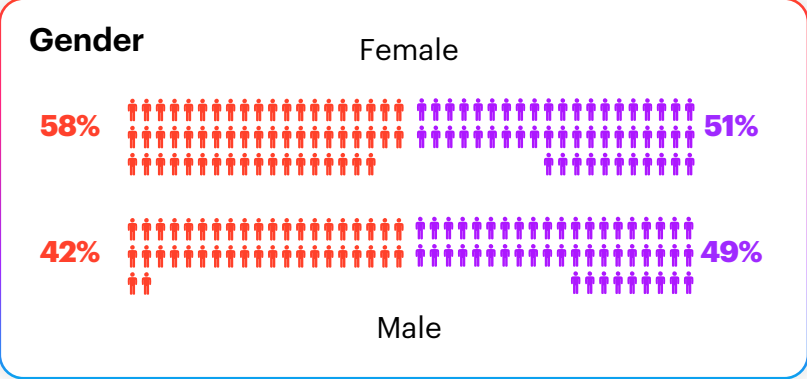
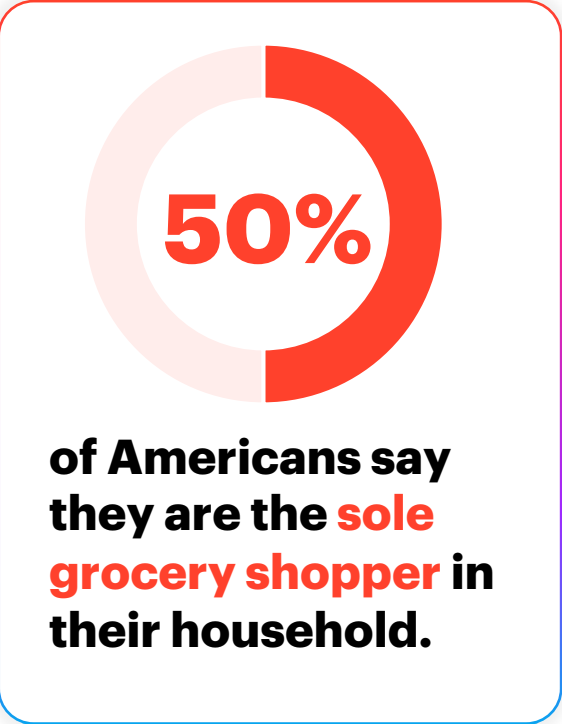
YouGov BrandIndex US (Feb 1 2024 – Jan 31 2025). Gen pop. n>22,400. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Value and Quality questions detailed in the methodology. Net scores calculated by subtracting negative sentiment score from positive sentiment score.

04 Profiling sole grocery shoppers



Who are America's sole grocery shoppers?

- Sole grocery shoppers
- Gen pop



Explore more data

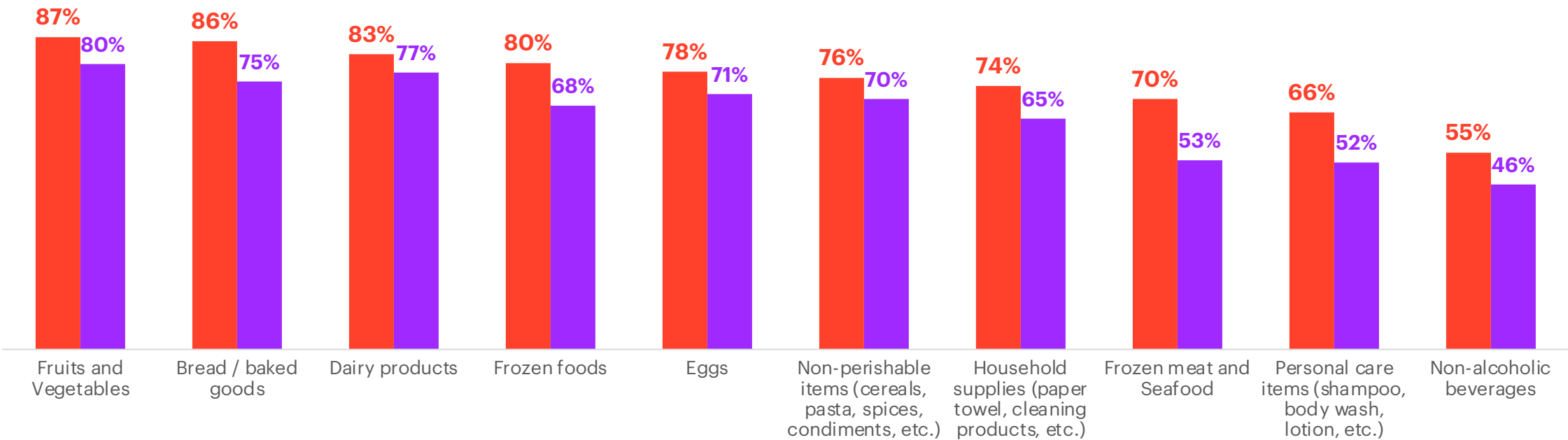
YouGov Profiles USA (Accessed: 2025-02-09, 52-week average.) n>67,800
Main grocery shoppers: Those who answered "I am the sole grocery shopper in my household"

What are online grocery shoppers buying?

35% of sole grocery shoppers shop online or via curbside pickup (compared to 19% of gen pop).

■ Online grocery shoppers ■ Gen pop

What type of groceries or household items have you purchased in the past 30 days? (Top 10)



Explore more data

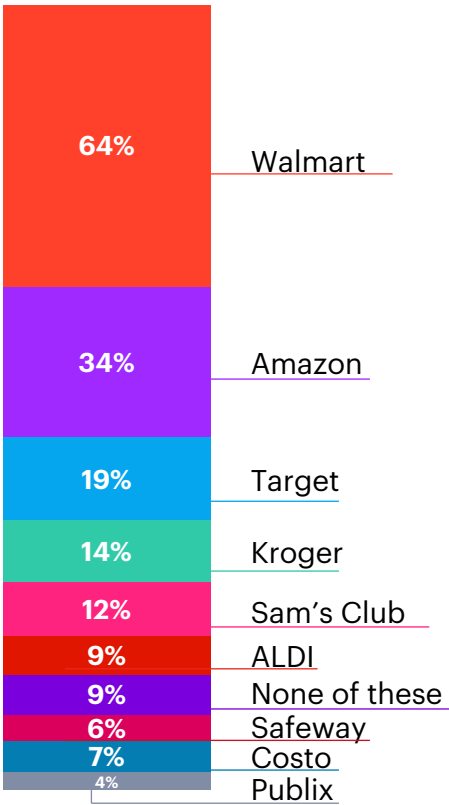
YouGov Profiles USA (Accessed: 2025-02-09, 52-week average.) n>600
Online grocery shoppers: Those who answered "I am the sole grocery shopper in my household" AND grocery shopping mode is online for home delivery or curbside pickup.

Driving traction with online grocery shoppers

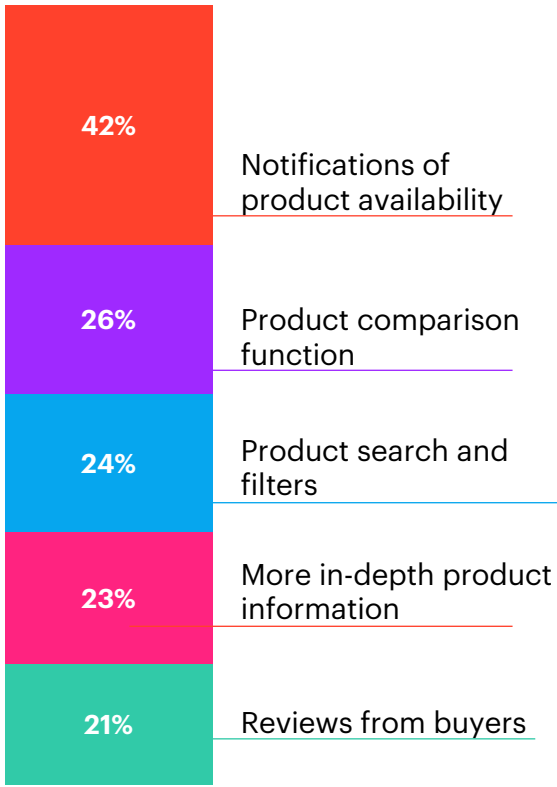
Why do you shop for groceries online? (Top 10)



Which stores have you ordered groceries from online in the past 90 days? (Top 10)



What would enhance your online grocery shopping experience? (Top 5)



Explore more data

YouGov Profiles USA (Accessed: 2025-02-09, 52-week average.) n>600
Online grocery shoppers: Those who answered "I am the sole grocery shopper in my household" AND grocery shopping mode is online for home delivery or curbside pickup.

05 Grocery shopping attitudes across generations



Gen Z find grocery shopping boring; Millennials opt for frequent, well-planned shopping trips

	Gen Z	Millennials	Gen X	Baby Boomers	All
"Grocery shopping is boring"	40.5% ▲	37.6% ▲	36.2% ▼	33.6% ▼	36.9%
"When I go to a supermarket, I only buy what I need."	59.9% ▲	53.6% ▲	49.4% ▼	45.4% ▼	52.1%
"I like to plan my weekly shop"	58.8%	61.9% ▲	56.8% ▼	59.0%	59.3%
"I prefer shopping 'little and often' as opposed to 'big and less often'"	49.6% ▲	51.1% ▲	45.7% ▼	47.9% ▼	48.8%

Explore more data

YouGov Profiles USA (Accessed: 2025-03-05, 52-week average.) n>37,640
Statements agreed with about supermarkets. Percentage agreed.
Green and red arrows indicate statistically significant differences from Gen Pop average.
Degrees of statistical significance ▲ p<.001 ▲ p<.05 ▼ p<.001 ▼ p<.05

Gen X most likely to buy on impulse; Baby Boomers skip the Saturday lines and hunt for special offers

	Gen Z	Millennials	Gen X	Baby Boomers	All
"Each time I go to a supermarket I end up buying things which I wasn't intending to."	60.9%▼	63.2%▲	63.4%▲	62.9%	62.7%
"I'm usually looking for the lowest prices when I go shopping."	76.4%	75.7%	78.0%▲	74.7%▼	75.9%
"Saturday is my grocery shopping day."	40.5%▲	34.4%▲	21.1%▼	10.7%▼	26.0%
"I'm always on the lookout for special offers."	76.3%▼	78.9%▼	82.1%▲	84.7%▲	80.5%

Explore more data

YouGov Profiles USA (Accessed: 2025-03-05, 52-week average.) n>37,640
Statements agreed with about supermarkets. Percentage agreed.
Green and red arrows indicate statistically significant differences from Gen Pop average.
Degrees of statistical significance ▲ p<.001 ▲ p<.05 ▼ p<.001 ▼ p<.05

Methodology

The insights in this report come from YouGov BrandIndex and YouGov Profiles.

In this report, we have highlighted the top performing grocery stores that are winning over residents of the United States based on consideration, value and quality scores. This data is sourced YouGov's always-on brand tracker, YouGov BrandIndex.

- Consideration scores are based on respondents' answers to: "When you are in the market next to purchase groceries, from which of the following would you consider purchasing?"
- Value scores are net, based on respondents' answers to: "Which of the following grocery stores do you think represents GOOD VALUE FOR MONEY? By that we don't mean "cheap," but that the brands offer a customer a lot in return for the price paid. / Now which of the following grocery stores do you think represents POOR VALUE FOR MONEY? By that, we don't mean "expensive," but that the brands do not offer a custom much in return for the price paid.
- Quality scores are net, based on respondents' answers to: "Which of the following grocery stores do you think represents GOOD QUALITY? / Now which of the following grocery stores represents POOR QUALITY?"

To qualify as a top ranked brand, brands must have scores available for at least 183 days between February 1st 2024 and January 31st 2025. A minimum base size of 300 (N) is required.

To qualify as a most improved brand, brands must have scores for at least 18 months (548 days) between February 1st 2023 and January 31st 2025. Top improvers are ranked based on the change to their consideration scores. In cases where the change in scores is the same, the current scores are used as a secondary metric to determine their ranking. A minimum base size of 300 (N) is required.

The profile deep dive in this report was powered by YouGov Profiles – an ever-growing source of living consumer data, with 2+ million data variables from YouGov's 28+ million global panelists. The data used in this report was accessed via Profiles+ USA on 2025-02-09 and 2025-03-05. Data shown reflects a 52-week average.

Throughout the report, each generation is defined as: Gen Z (1997-2007), Millennial (1981-1996), Gen X (1965-1980), and Baby Boomer (1946-1964).

Explore brand tracking

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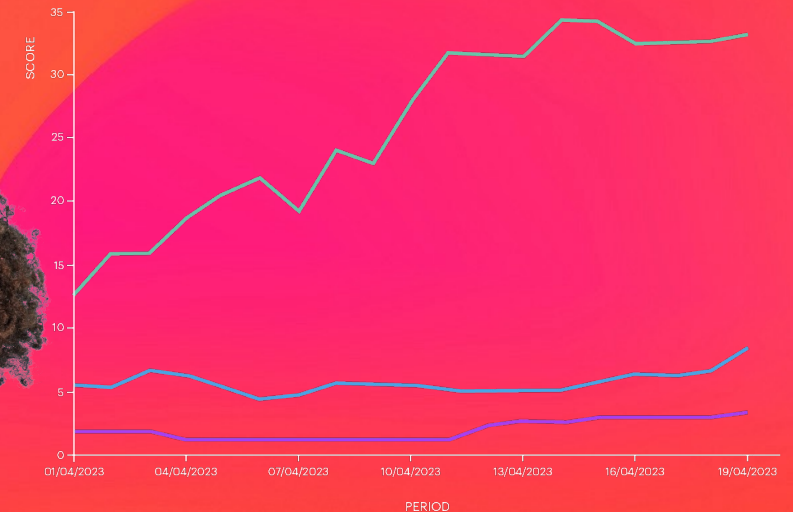
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Advertising awareness



Your brand Competitor 1 Your brand among Gen Z

Metrics ▾

Advertising awareness

Thank you

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