



Euromonitor
International

Where Consumers Shop for Staple Foods

March 2026

Table of Contents

INTRODUCTION

Key findings

Cheaper channels rise in popularity

STATE OF THE INDUSTRY

Value over volume once again in 2025

High spenders sit in Western Europe

Baked goods continues category leadership

Retail e-commerce growth continues but faces discount headwinds

OFFLINE RETAIL

Supermarkets lead but share is being squeezed

Historic growth for warehouse clubs and discounters

Offline staples sales almost all come through grocery retailers

Supermarket price rises are under customer scrutiny

Lowering costs has become the priority

Case study: Penny sets 1,000 stores target for Romania

RETAIL E-COMMERCE

Price-driven increase falls away but convenience-led appeal grows

Holiday season makes for greater sales of staples

US leads as China favours fresh; French growth continues

Online growth but category prominence remains constant

Grocers dominate retailer type

Walmart invests heavily to maintain position and grow reach

Case study: Amazon expands same-day food delivery

CONCLUSION

Cost concerns to continue; online can meet changing demand

CONCLUSION

Recommendations/How to win

APPENDIX

Euromonitor Passport E-Commerce: Coverage and methodology

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-staple-foods/report.