

**Chains chip away at local Kroger dominance**  
March 20, 2008

Wal-Mart and Publix continued to gain market share among Middle Tennessee's shoppers in 2007, mostly at the expense of market leader Kroger. The top three chains now control almost 82 percent of the market.

<b>2007</b>	<b>Stores</b>	<b>Market share</b>
Kroger	46	41.1%
Wal-Mart	19	30.9%
Publix	19	9.8%
Food Lion	20	4.0%
Harris Teeter	3	2.1%

<b>2006</b>		
Kroger	45	44.8%
Wal-Mart	17	28.0%
Publix	13	7.1%
Food Lion	20	4.0%
Harris Teeter	3	2.1%

<b>2005</b>		
Kroger	43	44.3%
Wal-Mart	17	26.5%
Publix	11	5.8%
Food Lion	22	5.2%
Harris Teeter	3	2.3%

<b>2004</b>		
Kroger	42	46.7%
Wal-Mart	14	23.9%
Food Lion	23	5.9%
Publix	7	3.5%
S&C Foods	9	2.6%

<b>Market share per store</b>				
	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Kroger	1.11%	1.03%	1.00%	0.89%
Wal-Mart	1.71%	1.56%	1.65%	1.62%
Publix	0.50%	0.53%	0.54%	0.52%

<b>Total number of stores in region</b>				
	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
	186	195	195	200

\* Wal-Mart's numbers include its Neighborhood Market stores

Source: Shelby Publishing Co.