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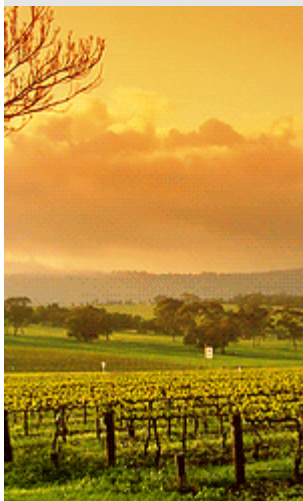
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Tuesday, April 24, 2012

Calculating the Size of Walmart

by Michael Sansolo

One of the reasons Walmart draws so much attention is simply that the company is so large that it's always in the spotlight. A creative article in "The Food Institute Report" of April 16th compared the size of Walmart with A & P, once the industry's goliath, at its peak. The comparison is enlightening.

FI looked at Walmart's recent SEC filing showing the retailer generating nearly \$180 billion or 55% of its sales in just grocery products. The Institute explained that amount equals 14% of spending on food - both at and away from home. To give scope to that dominance, the Institute found in 1950 A & P generated \$1 billion from almost as many stores as Walmart has today, or 6% of food expenditures that year. Adjusting for inflation, the \$1 billion would be nearly \$9 billion today and remember that the US population more than doubled over those 62 years.

Walmart's size means that everything the company does matters. To paraphrase Spider-Man, with great size comes great scrutiny.

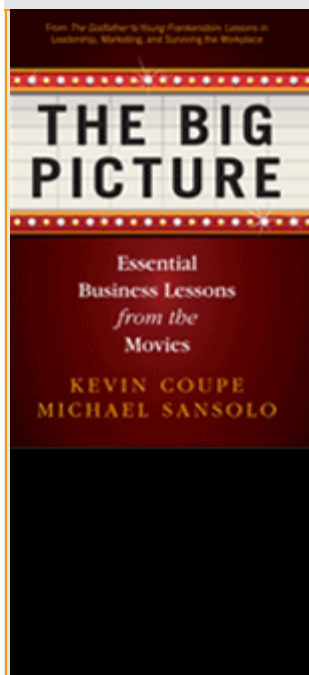
(The Food Institute is a small trade association that since 1928 has been gathering statistics about the industry in a non-partisan manner. For transparency: I serve on its Board of Directors.)

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