



Client Releasable  
Last updated: June 2021

## **MULTI-OUTLET + CONVENIENCE**

The multi-outlet + convenience outlet is an aggregation of the multi-outlet universe and the convenience universe both of which are detailed in the sections below.

## **MULTI-OUTLET UNIVERSE**

Multi-Outlet reporting includes the aggregation of the following:

**Grocery Outlet** – Stores with \$2M + annual ACV

**Drug Outlet** – All chain and independent drug retailers, excluding Rx sales

**Census Mass Merchandiser Outlet** – Target and Kmart

**Census Walmart** – Census data from Supercenters, Division 1 and Neighborhood Market

**Census Club** – BJ's and Sam's Club

**Census Dollar** – Dollar General and Family Dollar

**Census Military** – Defense Commissary Agency, Army & Air Force Exchange Service, Navy Exchange Service Command, Marine Corps Exchange, Coast Guard Exchange

**Census Amazon F3** - Amazon Fresh, Prime Now, Go

The following pages provide further details of each outlet noted above.

Please note the following retailers are NOT included in multi-outlet reporting:

- Costco
- Dollar Tree
- 99 Cent Only Stores

\*Excludes Alaska, Hawaii, Puerto Rico

\*\*Census Retailer



**IRI**

Growth delivered.

Client Releasable  
Last updated: June 2021

## MULTI-OUTLET

### 2021 Chains in the **GROCERY** Universe\*

Those listed have 0.5+% share of at least one IRI Market

ACME MARKETS**	HAGGENS/TIP TOP**	PRICE LESS FOODS
AJ'S FINE FOODS	HANNAFORD**	PUBLIX**
ALBERTSONS**	HARDINGS FRIENDLY MARKETS	QUALITY FOOD CENTER**
ALDI	HARPS	RALEY'S**
ALL OTHER	HARRIS TEETER**	RALPHS**
AMERICAS FOOD BASKET	HARVEST FOODS	RAMEY SUPERMARKET
BAKER'S	HARVEYS**	RANDALLS**
BASHAS**	H-E-B**	RAYS FOOD PLACE
BEL AIR**	H-E-B CENTRAL MARKET	REASORS
BEST MARKET	H-E-B PLUS**	REDNERS
BIG M	HEINENS INC	ROSAUERS SUPERMARKET
BIG Y**	HEN HOUSE**	ROUSE'S
BI-LO**	HOMELAND**	SAFEWAY**
BROOKSHIRE BROS	HY-VEE**	SAVE A LOT
BROOKSHIRE GROCERY**	IGA	SCHNUCKS**
CARDENAS MARKET	INGLES MARKETS	SEDANOS
CASHWISE/COBURNS**	JAY C STORE**	SHAWS**
CITY MARKETS**	JEWEL-OSCO**	SHOP N SAVE**
CUB FOODS**	KEY FOOD STORE	SHOPPERS FOOD**
D&W FRESH MARKET	KING KULLEN	SHOPRITE**
DIERBERGS**	KING SOOPERS**	SMART & FINAL
DILLONS**	KINGS SUPERMARKET	SMITHS FOOD**
EL RANCHO	KRASDALE	SPARTAN NASH FINCH CORP**
F W ALBRECHT	KROGER**	SPROUTS
FAMILY FARE**	LA MICHOCANA MEAT MARKET	STAR MARKET**
FAREWAY STORE**	LIDL	STATER BROTHERS**
FESTIVAL FOODS	LOWES FOODS CAROLINAS**	STOP & SHOP**
FIESTA MART**	LOWES/BIG8/MERCADA	STRACK & VAN TIL**
FOOD 4 LESS**	LUCKY/SAVE MART**	SUPER ONE FOODS
FOOD CITY**	LUNDS BYERLY	SUPERIOR SUPER WAREHOUSE
FOOD GIANT	MARCS	THE FRESH MARKET
FOOD LION**	MARIANO'S FRESH MARKET**	TOM THUMB**
FOODMAXX**	MARKET BASKET	TOPS FRIENDLY MARKETS**
FOODS CO**	MARTINS**	TRADER JOES
FOODTOWN**	MEIJER**	UNITED SUPERMARKETS**
FRED MEYER**	NEW SEASONS MARKET	VALLARTA SUPERMARKET
FRESH THYME FARMERS MARKET	NIEMANN FOODS/COUNTY MARKET**	VONS**
FRY'S FOOD STORE**	NOB HILL FOODS**	VONS PAVILIONS**
GELSONS/MAYFAIR	NORTHGATE MARKET	WEGMANS**
GERBES	PAK N SAVE	WEIS MARKETS**
GIANT EAGLE**	PATEL BROTHERS	WESTERN BEEF
GIANT FOOD**	PAY LESS SUPER MARKET**	WHOLE FOODS
GIANT FOODS**	PICK 'N SAVE**	WINCO
GREERS	PRESIDENTE SUPERMARKET	WINN DIXIE**
GROCERY OUTLET	PRICE CHOPPER**	WOODMANS
H MART	PRICE CHOPPER/AWG	

\*Excludes Alaska, Hawaii, Puerto Rico

\*\*Census Retailer



**IRi**

Growth delivered.

Client Releasable  
Last updated: June 2021

**2021 Chains in the *DRUG STORE* Universe\***  
Those listed have 0.5+% share of at least one IRI Market

ALL OTHER INDEPENDENT  
BARTELL  
CVS\*\*  
DISCOUNT DRUG MART  
DUANE READE\*\*  
HY VEE DRUG\*\*  
LONGS\*\*  
MARCS  
NAVARRO  
RITE AID\*\*  
SNYDERS  
THRIFTY-WHITE  
WALGREENS\*\*

**2021 Chains in the *MASS MERCHANDISER* Universe\***

TARGET\*\*  
TARGET PFRESH\*\*  
TARGET SUPERCENTERS\*\*  
WALMART\*\* (Includes all Supercenter, Division 1, and Neighborhood Market stores)

**2021 Chains in the *CLUB STORE* Universe\***

BJ's – all stores  
SAM'S CLUB – all stores

**2021 Chains in the *DOLLAR STORE* Universe\***

DOLLAR GENERAL – all stores  
FAMILY DOLLAR – all stores

**2021 Chains in the *MILITARY* Universe\***

ARMY & AIR FORCE EXCHANGE SERVICE (AAFES)  
COAST GUARD EXCHANGE (CGX)  
DEFENSE COMMISSARY AGENCY (DeCA)  
MARINE CORPS EXCHANGE (MCX)  
NAVY EXCHANGE SERVICE COMMAND (NEXCOM)

Commissaries and exchanges in the contiguous U.S. are included. Commissaries and exchanges outside the contiguous U.S. are excluded. *Commissaries and exchanges outside the contiguous U.S. are available as part of the Military chain Retailer Market Area (RMA) account data release.*

**2021 Chains in *AMAZON F3* Universe\***

AMAZONFRESH – includes brick & mortar stores  
AMAZON PRIME NOW  
AMAZON GO

\*Excludes Alaska, Hawaii, Puerto Rico

\*\*Census Retailer