

# Paid Membership Supermarket Market is Forecasted to Reach a Value of US \$55.45 Billion by 2029

*The Business Research Company's Paid Membership Supermarket Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED KINGDOM, October 2, 2025  
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Paid Membership Supermarket Global Market Report 2025

What Is The Expected Cagr For The [Paid Membership Supermarket Market](#) Through 2025?

The market size of paid membership supermarkets has seen a significant increase lately. The market value is predicted to rise from \$35.75 billion in 2024 to \$38.14 billion in 2025, reflecting a compound annual growth rate (CAGR) of 9.5%. Factors contributing to this increase during the historical period include a growing demand for bulk purchases, an increase in urban population density, a preference for bargains, a rise in household income, and a heightened popularity of memberships.



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It is projected that the paid membership supermarket market will witness robust expansion in the upcoming

years, reaching a value of \$55.45 billion by the year 2029, with a CAGR of 9.1%. This surge during the forecast timeframe is due to a growing inclination towards health-conscious products, the escalating usage of e-commerce, higher brand loyalty rates, the expanding presence of services, as well as a rise in cross-border retail trade. Key trends forecast for this period include enhancements in inventory organization, sustainable packaging development, improvements in supply chain efficacy, increasing use of renewable energy, and the incorporation of omnichannel retailing.

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### What Are The Driving Factors Impacting The Paid Membership Supermarket Market?

The growth of the paid membership supermarket sector is anticipated to be spurred by the surge of e-commerce platforms. These electronic mediums, utilized for commercial transactions via the internet, are gaining popularity due to increased internet accessibility. They furnish consumers with dependable online entrance, allowing for simplistic shopping anytime, anywhere. E-commerce platforms amplify paid membership supermarket techniques by delivering smooth online shopping journeys. This makes it easier for members to utilize exclusive offers and services. The platforms heighten convenience and interaction by offering personalized suggestions, rapid checkout, and home delivery alternatives, thereby enhancing customer satisfaction overall. In February 2025, based on data from the United States Census Bureau – a US government agency – it's noted that total e-commerce sales hit around \$1,192.6 billion in 2024, showing an 8.1% ascension from 2023. With this in mind, the fast-paced development of e-commerce platforms is driving the surge of the paid membership supermarket sector.

### Which Players Dominate The Paid Membership Supermarket Industry Landscape?

Major players in the Paid Membership Supermarket Global Market Report 2025 include:

- Walmart Inc.
- Costco Wholesale Corporation
- Target Corporation
- Carrefour S.A.
- Publix Super Markets Inc.
- Loblaw Companies Limited
- Sainsbury's Supermarkets Ltd.
- Coles Group Limited
- BJ's Wholesale Club Inc.
- Tesco plc.

### What Are The Upcoming Trends Of Paid Membership Supermarket Market In The Globe?

Key players in the paid membership supermarket sector are concentrating on the formation of unique subscription plans like annual membership programs to enhance customer loyalty, improve the shopping experience, and drive recurring revenue growth. An annual membership program is a subscription-based service in which consumers pay an annual fee to enjoy exclusive offers, discounts, and services. For example, Target Corporation, a retail company from the United States, initiated the Target Circle 360, a paid membership initiative, in March 2024 to tackle recent sales difficulties and strengthen customer loyalty. This annual membership, which includes unlimited free same-day deliveries for purchases over \$35, free two-day shipping, and a subsequent 5% discount on qualifying in-store purchases, is available through the existing Target Circle rewards framework. The goal is to increase consumer frequency and expenditure through

convenience, cost reductions, and exclusive experiences. Data demonstrates that members usually spend and shop more frequently compared to non-members.

Global [Paid Membership Supermarket Market Segmentation](#) By Type, Application, And Region

The paid membership supermarket market covered in this report is segmented

- 1) By Type: Own Product, Purchased Product
- 2) By Membership Type: Basic, Premium, Very Important Person (VIP)
- 3) By Customer Type: Individual, Family, Corporate
- 4) By Product Category: Groceries, Electronics, Clothing, Home Goods, Other Product Category
- 5) By Application: Online Sales, Offline Sales

Subsegments:

- 1) By Own Product: Private Label Groceries, In-House Manufactured Electronics, Store-Brand Clothing, Proprietary Home Goods, Exclusive Specialty Items
- 2) By Purchased Product: Third-party Brand Groceries, Branded Electronics, Licensed Clothing Lines, Branded Home Goods, Imported Specialty Items

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<https://www.thebusinessresearchcompany.com/report/paid-membership-supermarket-global-market-report>

Which Region Holds The Largest Market Share In The Paid Membership Supermarket Market?

In 2024, North America stood as the leading region in the Paid Membership Supermarket Global Market Report. The forecast suggests a promising growth pattern for this area. The report conducts an analysis of various regions, including Asia-Pacific, Western Europe, Eastern Europe, South America, the Middle East, and Africa.

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