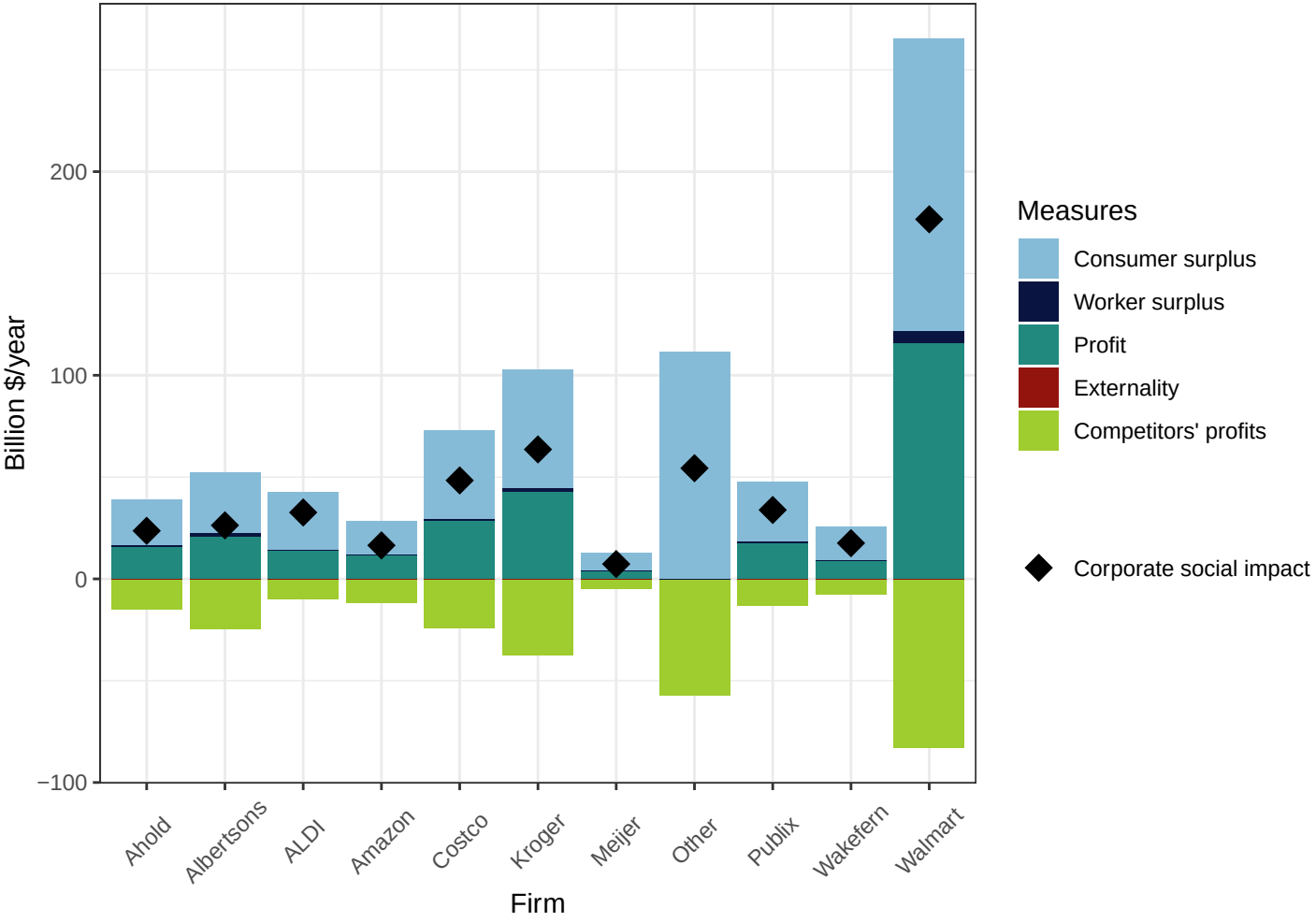
Billion $/year
200
100
0
−100
Ahold
Albertsons
ALDI
Amazon
Costco
Kroger
Meijer
Other
Publix
Wakefern
Walmart
Firm
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact