

Thrive Market prices are *less* = green, Thrive Market prices are *more* = red

Prices listed are regular, non-sale prices I paid in December and January 2024.

Thrive Market product & price	Comparable product & price	Price difference
Thrive Market organic coconut aminos, 10 oz \$6.64	Big Tree Farms organic coconut aminos, Vitacost, 10 oz Vitacost: \$6.18	\$0.46
Thrive Market Organic No-Soy Teriyaki, 10 oz \$5.98	Coconut Secret Teriyaki Sauce, 10 oz. Vitacost: \$8.59	\$2.61
Thrive Market Organic mushroom chicken sausage, 12 oz \$7.59	Open nature organic roasted red pepper chicken sausage, 12 oz Albertsons: \$6.29	\$1.30
Pederson Farms natural uncured bacon, 10 oz \$8.99/pack	Same product on Peterson Farms website, 4 pack \$46.99 (\$11.75/pack)	\$2.76
Thrive Market organic oat beverage, 33.8 oz \$3.99	Oatsome organic oat milk, 33.8 oz Walmart: \$3.67	\$0.32
Blake's chocolate chip granola bars, 5 count \$4.99	Same product at Walmart \$3.98	\$1.01
Thrive Market wild caught Alaskan sockeye salmon filets, 1.5 lbs (24 oz) \$36.99 (\$24.66/lb)	Open Nature wild-caught Alaskan sockeye salmon, 12 oz bags Albertsons: \$14.99/bag, \$29.98 for 24 oz (1.5 pounds) (\$19.98/lb)	\$4.68/lb
Thrive Market organic ground pork, 16 ounces \$7.59	Open Nature natural ground pork (not listed as organic), 16 oz Albertsons: \$5.99	\$1.60
Thrive Market non-GMO grain-free tortilla chips, lime, 5 oz \$3.60	Simple Truth Grain Free Tortilla Chips, lime, 5 oz Vitacost: \$3.79	\$0.19
Thrive Market vanilla powdered coconut creamer, 8 oz \$7.59 (\$0.94/oz)	Coconut Cloud vanilla coconut creamer, 6 oz Amazon: \$11.50 (\$1.91/oz)	\$0.97/oz \$7.76/8 oz
Thrive Market organic chocolate truffles, 7 oz \$7.59 (\$1.08/oz)	Alter Eco classic dark truffles, 4.2 oz \$0.70/oz	\$0.70/oz

	Vitacost: \$7.48 (= \$12.49 for 7 oz) (\$1.78/oz)	\$4.90/7 oz
Gruvi Bubbly Rosé, Non-Alcoholic Wine, 275 ml bottle \$3.14/bottle	Gruvi Bubbly Rosé, Non-Alcoholic Wine, 275 ml Amazon: \$4.16/bottle (\$33.29/8 pack)	\$1.02/bottle

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Thrive Market grass-fed beef sticks, original, 12 sticks 1 oz each \$19.94	Lorissa's kitchen grassfed beef sticks, 12 pack, 1 oz each Amazon: \$17.76	\$2.18
Thrive Market Chunk Albacore Tuna in water, 5 oz \$3.79/can	Sustainable Seas, Chunk Albacore Tuna In Water, 5 oz iHerb: \$3.48/can	\$0.31
Thrive Market non-GMO matcha latte drink mix, 8.5 oz \$9.49 (\$1.19/oz)	Organic Traditions matcha latte powder, 5.3 oz iHerb: \$11.99 (\$2.26/oz)	\$1.07/oz \$9.10/8.5 oz
Thrive Market non-GMO avocado oil potato chips, salt & vinegar, 4.2 oz \$3.29 (\$0.78/oz)	Boulder Canyon avocado oil potato chips, 5.25 oz Amazon: \$2.79 (\$0.53/oz)	\$0.25/oz
Thrive Market Regeneratively Grown Organic Coconut Milk, Regular, 13.5 oz can \$2.79	Good & Gather organic canned coconut milk, 13.5 oz Target: \$2.19	\$0.60
Thrive Market Whole30 ranch dressing & dip, 8 oz \$6.64	Primal Kitchen ranch dressing, 8 oz Walmart: \$6.48	\$0.16
Thrive Market organic smoky cajun spice blend, 2 oz \$3.32	Frontier Co-op organic Cajun spice mix, 2.08 oz Vitacost: \$3.99	\$0.67
Thrive Market Atlantic salmon in water, 6 oz can \$4.74 (\$0.79/oz)	Bumble Bee Prime Atlantic salmon in water, 5 oz can, 12-pack Amazon: \$3.75/can (\$0.75/oz)	\$0.04/oz
Thrive Market gluten-free chocolate chip brownie mix, 11 oz \$8.09 (\$0.74/oz)	Namaste Foods gluten free brownie mix, 16 oz Amazon: \$8.67 (\$0.54/oz)	\$0.20/oz
Thrive Market organic instant coffee, regular, 3.53 oz \$8.54	Clipper organic instant coffee, 3.53 oz Amazon: \$8.99	\$0.45
Thrive Market organic coconut wraps, original, 7 count, 3.45 oz package \$8.07 (\$1.15/wrap)	NuCo organic coconut wraps, 5 count, 2.47 oz package	\$0.39/wrap

	Vitacost: \$7.69 (\$1.54/wrap)	
Thrive Market Organic Potato Starch, 16 oz \$5.69	Frontier Co-op organic potato starch, 16 oz Vitacost: \$6.50	\$0.81
Thrive Market Banana Munchies, Nacho, 6 oz \$4.74 (\$0.79/oz)	Barnana organic plantain chips, spicy mango salsa, 5 oz Vitacost: \$4.79 (\$0.95/oz)	\$0.16/oz
Thrive Market Organic Red & White Quinoa, 8.5 oz \$2.37 (\$0.28/oz)	Minsley organic cooked quinoa, 4.2 oz container Vitacost: \$2.79 (\$0.66/oz)	\$0.38/oz
First Light Farms wagyu beef patties, 8 patties, 2.6 lb total \$20.39 (price I paid, \$7.84/lb)	Signature Select Wagyu Beef patties (not listed as grass fed), 1 lb Albertsons: \$8.99/lb	\$1.15/lb

My second Thrive Market order

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Blake's chocolate chewy granola bars, 5 bars \$4.99	Blake's chocolate chip granola bars, 5 count Walmart: \$3.98	\$1.01
Free2B mini sunflower butter cups, 4.2 oz \$5.29	Same product on Vitacost \$5.79	\$0.50
Free2B mini dark chocolate caramel cups, 3.5 oz \$5.29	Same product on the Free2B website \$6.99	\$1.70
Elmhurst dairy free sour cream, 8 oz pouch \$5.99	Same product on Good Rebel Vegan website \$9.49	\$3.50
Mary Ruth's morning liquid multivitamin, 32 fluid oz \$26.99 I paid, now listed \$30.59 on sale	Same product on Amazon \$42.70	\$15.71 (based on the price I paid)
Caliwater cactus water, watermelon, 12 fl oz, 2 pack \$2.69/can	Same product on Amazon, 12 pack \$31.49 (\$2.62/can)	\$0.05/can