Grounded on the evolutionary approach, this thesis adds an understanding about the dynamics of the greening of the economy, particularly highlighting the neglected demand side aspect of the greening of markets. Since the emergence of green food markets in the 1980s and 1990s, this study investigates the role of retail groups in the development of the green food market in Denmark and Brazil. Accordingly, it investigates the rate and direction of the greening of this process in those markets as well as their sectoral convergence of retailers’ eco-strategizing. Using the dynamic capabilities framework, it examines why, how and when the eco-strategizing, green performance and competitiveness of grocery retail groups co-evolved with the development of the green food market in Denmark and Brazil. This thesis contributes innovatively to research on at least three more aspects. Firstly, it advances the existing literature in adding combined qualitative and quantitative longitudinal firm-level data, which is analysed over time through a framework composed by macro, meso and micro indicators of the green market development. Secondly, it provides the perspectives of the surveyed retail groups and market support stakeholders acting in the Danish and Brazilian green food markets. Thirdly, it provides estimation of the green food turnover in the Brazilian retail. This thesis concludes that major retail groups in Denmark and Brazil were not the pioneers in the green food market. Nonetheless, these large retailers in collaboration with local organic food producers and market support stakeholders were rather central in making the green food market a viable business case. These retail groups were key players in the evolution of the green food market as they have played a vital role in scaling up the Danish and Brazilian green food markets to higher turnover levels at least since the 1990s. Furthermore, these retail firms sensed the market potential for the green food products in the 1980s and 1990s and particularly in the 2000s and onwards, and through emergently deliberate eco-strategizing have been able to size and transform the green food market in Brazil and Denmark. These retailers’ eco-strategizing implied innovative changes in their business models, which have become markedly greener in this period due to their role in the development of the Danish and Brazilian green food markets and hence the rise of a green business case. Finally, changes in their business models have become a central competitive driver to retailers in both countries, which enabled them to sustain competitive advantage on the greening of their food markets.