

Online Grocery Shopping - US - August 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Despite doubling from 2013-18, online grocery sales in the US remain a small proportion of total grocery sales and an even smaller proportion of total eCommerce."

– **Diana Smith, Associate Director - Retail & Apparel**

This report looks at the following areas:

Unlike other major product categories, adoption of online shopping in this sector has been slow, namely due to consumers' strong preference to shop in-store, coupled with concerns about food arriving fresh and undamaged upon delivery. Still, as with total eCommerce, online grocery ordering will increase, with younger generations leading the way.

- **Grocery is the anomaly when it comes to eCommerce**
- **Online grocery shopping still seen as too risky**
- **Perishables least likely to be purchased online**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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