Online Grocery Retailing - UK - March 2018

Report Price: £1995.00 | $2693.85 | €2245.17

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"The smallest and quickest-growing aspect of the grocery market, online grocery is a sector that has seen a vast number of innovations in the past year as it strives to evolve to cater not just for big-basket supermarket-style shops but also for smaller top-up-based shops."
- Nick Carroll, Senior Retail Analyst

This report looks at the following areas:

- **Taking time to talk: finding a place for voice in the online grocery market**
- **Food for tonight: can online grocery compete with foodservice takeaway?**
- **Online grocery shopping without the retailer: could a direct-to-consumer model work in the grocery sector?**

The online grocery sector continues to be the fastest-growing aspect of the UK grocery market, with sales advancing 13.5% to reach £11.3 billion in 2017, far ahead of the 2.5% growth seen in the wider grocery market in 2017. It is also a sector that is well engaged with, with some 47% of consumers saying they do some online grocery shopping. Despite this it is also the smallest segment of the wider market, accounting for just 6.7% of all grocery retail sales in 2017. In part this is because the vast majority of online grocery shoppers combine online and in-store grocery shopping, with just 8% saying they do all of their grocery shopping online.

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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