

Online Grocery Retailing - US - June 2019

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

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"Online grocery sales remain only a small portion of total US grocery sales, but are growing rapidly, more than doubling over the past five years. That growth is likely to continue as more young adults take on grocery shopping responsibility and as retailers continue to strengthen and expand grocery delivery and store pickup services."

**- John Owen,
Associate Director - Food & Drink**

This report looks at the following areas:

- Online grocery still small but growing fast
- Most grocery shopping still happens in-store
- Lack of trust a substantial secondary issue

Overcoming the hesitation of less-frequent online grocery shoppers to purchase fresh foods online could help accelerate overall online grocery sales growth even further.

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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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Online food and beverages have momentum and room to grow

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Walmart expands pickup and delivery

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What's Happening?

- Traditional retailers build ecommerce capabilities
- Kroger sees return on investment in ecommerce
- Walmart expands pickup and delivery
- Delivery price competition heats up, giving advantage to big players

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