



Online Grocery Retailing - Europe - March 2021

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This report looks at the following areas:

- The impact of COVID-19 on the online grocery retailing sector
- Current usage of online grocery shopping and how people receive their orders
- Which companies people shop online for groceries with.
- The strategies of the major grocery retailers relating to online
- Opportunities for expansion of the market.

Online grocery retailing has been performing strongly in recent years across Europe. Most countries continue to experience growth as broadband penetration rises and an increasing number of consumers embrace online shopping. Unlike most other sectors, online grocery retailing is experiencing a positive effect from the COVID-19 pandemic, with online sales soaring, new consumers being encouraged to shop online for the first time, and existing online shoppers extending the range of products they are prepared to buy online. The COVID 19-linked boost in online demand is creating untapped opportunities to engage with customers through social media as well as tools like loyalty schemes and delivery passes.

We are also seeing an acceleration in online retail sales growth in line with changing consumer habits. Mintel's COVID-19 Tracker shows that 47% of British consumers are now doing more shopping online, an increase of 11 percentage points since mid-April 2020. Our data also showcases that in Germany and Italy, 31% and 47% of consumers say they are doing more online shopping, respectively. This will likely bring a longer-term change, supported by a growing number of retailers adopting an online business of their own.

While this provides a positive effect for many grocers it represents a threat to those without a strong history of ecommerce activity or the capabilities to cope with the unrepresented rise in online demand. With lockdown pressure piling up, many grocery retailers quickly became overwhelmed and they had to react quickly to strengthen their online platforms and also address initial supply issues.



“Online grocery has benefited from the COVID-19 outbreak in Europe having registered a strong uptick in sales during 2020. However, many grocery retailers were quickly overwhelmed by the unprecedented demand and struggled to adapt to the new retail landscape emerging from the pandemic.”

– Utku Tansel, European Retail Analyst

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Even those that did not previously offer home delivery have ventured into this area and we have even seen partnerships with delivery and fulfilment businesses, like Deliveroo and Uber Eats, to allow people to shop online for groceries.

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Data sources**
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Figure 224: Overall satisfaction with online grocery retailers – Key driver output, December 2020

Figure 225: Satisfaction with online grocery retailers – Key driver output, December 2020

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