

Online Grocery Retailing - US - May 2021

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This report looks at the following areas:

Grocery ecommerce was experiencing solid growth before COVID-19, but the pandemic catapulted its trajectory ahead by years, leading sales to surpass \$100 billion for the first time in 2020. Many consumers shifted grocery shopping online specifically to minimize the risk of exposure by shopping in stores. While some will revert back to the store as their preferred channel once pandemic threats ease, many will hold to their newly formed routines thanks to the convenience and value savings they've discovered with online grocery shopping. Moving forward, it's likely that most consumers will do more of a mix of in-store/online shopping rather than exclusively in stores. What's more, grocery retailers are making substantial investments to expand online coverage, services and capabilities, which will make it even easier for consumers to shift how they shop in favor of digital means. While online grocery retailers have primarily been trying to keep up with current demands, they are shifting to a more forward-looking view, one that involves substantial opportunities to make the online grocery shopping experience more engaging and fun.

Key issues covered in this Report

- The impact of COVID-19 on consumer behavior and the grocery market, particularly grocery ecommerce
- Where consumers are shopping online, including who's winning and who's at risk
- How much online grocery shopping consumers plan to do in the future and who the most likely target audiences are
- Factors that drive consumers to shop online and barriers that prevent them from doing so more



"While some new online grocery shoppers will revert back to stores, conversion will stick for many as in-store safety concerns linger and newfound purchase habits become routines."

– Diana Smith, Associate Director – Retail & eCommerce

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• **Keyless entry**

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