



# Online Grocery Retailing - UK - 2022

Report Price: £2195 | \$2995 | €2600

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

## This report looks at the following areas:

- The impact COVID-19 has had on the online grocery market and the impact the household squeeze will have moving forward.
- The number of consumers shopping online, including demographics, and how this has changed pre- and post-pandemic.
- How groceries are delivered and perceptions around speed and planning of orders.
- Leading and alternative retailers used and their market shares.
- Types of products purchased online.
- Barriers to encourage more online shopping and barriers to beginning shopping online for groceries.

The online grocery market grew by 17.1% in 2021, defying expectations that a natural decline would be seen in 2021 following the rapid 74.4% growth seen following the onset of the pandemic. Consumer engagement in the channel remained high, with 58% of consumers doing some online grocery shopping, broadly the same level recorded in 2020.

Moving into 2022 and the household squeeze does present challenges for the online grocery channel, with it being perceived as being a more costly way to buy groceries. Indeed, 35% of those who don't shop online for groceries say this is because they can find better prices/promotions in-store and 31% say it is because delivery charges are too high. This may mean that some active in the channel currently will move away as inflation bites, but as a market with a skew towards higher-income households many will remain for the convenience that online services afford them.

A long-term threat for the sector is how the perception of the environmental impact of ordering groceries online develops. 50% of current online grocery shoppers already worry about the environmental impact of grocery shopping online, and we have seen this grow during the pandemic. While convenience currently outweighs such concerns for most, it is important that retailers



“The online grocery market defied expectations in 2021 by putting on further growth following the monumental uptick in demand caused by the pandemic in 2020. Rebalancing between stores and online will come in 2022, but it is clear the legacy boost to the online channel will be larger than first expected. In particular, growth is coming from new ways to shop online and a diversification of the missions and basket sizes

coming through the channel.”

Buy this report now  
**Nick Carroll, Associate**

Visit [store.mintel.com](https://store.mintel.com)  
**Director of Grocery and**

**Commerce Research, March**

EMEA +44 (0) 20 7606 4533  
**2022** Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## Online Grocery Retailing - UK - 2022

Report Price: £2195 | \$2995 | €2600

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

communicate environmental credentials to customers and build sustainable models for the future, with 71% of online grocery shoppers saying that they think grocery deliveries should be made more sustainable.

A key reason the online grocery market defied expectations and put on growth in 2021 was that the diversification of services and missions shopped in the online channel continued. The arrival of rapid delivery grocers, such as Getir and Gorillas, was a key story in 2021 and 26% of online grocery shoppers have used such retailers in the past year. These retailers, along with delivery players like Deliveroo and retailers' own initiatives like Tesco Whoosh, give the channel a credible way of tapping into small-basket demand and will be a significant growth area over the next decade.

MINTEL

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



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

## Table of Contents

### OVERVIEW

- **Key issues covered in this Report**
- **Market context**
- **Products covered in this Report**

### EXECUTIVE SUMMARY

- **The five-year outlook for online grocery retailing**  
Figure 1: Online grocery category outlook, 2022-27
- **The market**
- **Market size and forecast**  
Figure 2: Market forecast for all online grocery retail sales, (prepared on 17 February 2022), 2016-26
- **Slowdown did occur in 2022, but not to the levels first expected**  
Figure 3: Store-based online grocery retail sales, non-seasonally adjusted year-on-year growth by month, 2020-22
- **Online will continue to play a heightened role in the grocery sector**  
Figure 4: Online grocery as a % of all grocery sales, pre- and post-COVID-19, 2019-26
- **Pandemic creates a more diverse market**  
Figure 5: Estimated composition of the online grocery sector, by type of service, 2018-21
- **Inflation concerns may see some leave the online grocery market**  
Figure 6: Consumer concerns about household finances, 2021-22
- **Leading retailers**
- **Tesco the dominant player in the online space**  
Figure 7: Leading online grocery retailers' estimated market shares (excluding VAT), 2021
- **Within a year of trading over a third of consumers are aware of Getir and Gorillas**  
Figure 8: Key metrics for selected brands, 2021-22
- **The consumer**
- **Over half of consumers are still shopping online for groceries**  
Figure 9: Online grocery use, 2021
- **43% of online grocery shoppers began shopping online less than two years ago**  
Figure 10: Length of time using online grocery services, 2021
- **Some move away from older and less affluent consumers**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



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

Figure 11: Online grocery usage, by age, 2019-21

- **Home delivery remains dominant**

Figure 12: How groceries are typically delivered, 2020 and 2021

- **Ambient, bulky and difficult-to-transport goods still over-index...**

Figure 13: Grocery products typically purchased online, 2021

- **Expiry dates and substitutions key barrier to additional online grocery use**

Figure 14: Factors that would encourage more online grocery use, 2021

- **Fresh remains the main barrier to online grocery use for non-users**

Figure 15: Reasons why online grocery services are not/no longer used, 2021

- **Tesco the most popular online grocery retailer**

Figure 16: Online grocery retailer shopped with and shopped with most often, 2021

- **One in 10 have tried an ultra-fast grocery retailer**

Figure 17: Alternative grocery/drinks retailers used, 2021

- **Planning doesn't necessarily negate rapid delivery desire**

Figure 18: Attitudes to planning and delivery of online grocery orders, 2021

- **DRS could provide the opportunity for better links between online and stores**

Figure 19: Attitudes towards shopping online for groceries sustainably, 2021

## ISSUES AND INSIGHTS

- **What the household squeeze means for the online grocery channel**
- **Diversification: the opportunity for new brands and the threat to traditional players**

## MARKET DRIVERS

- **Concerns ease but continued hesitancy to enter stores will benefit the online channel**

Figure 20: COVID-19 Tracker, concern levels and online/in-store shopping behaviour, 2020-22

- **In-home demand eases, but remains significantly ahead of 2019**

Figure 21: All grocery retail sales, non-seasonally adjusted, annual monthly growth, by value and volume, 2020-22

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £2195 | \$2995 | €2600

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

- **The conflict in Ukraine will hurt the UK economy**
- **Inflationary pressures are mounting**  
Figure 22: CPI, overall index and core categories, 2021-22
- **The post-COVID-19 bounceback will be followed by a period of slower growth**
- **Consumers' financial wellbeing has slipped from its recent high point...**  
Figure 23: Household financial wellbeing index, 2018-22
- **...and concerns over inflation are coming to the fore**  
Figure 24: Consumer concerns about household finances, 2021-22
- **Ageing population presents both challenges and opportunities for the online market**  
Figure 25: Trends in the age structure of the UK population, 2016-26

### MARKET SIZE AND PERFORMANCE

- **Heightened online demand persists through 2021**  
Figure 26: All online grocery retail sales (including VAT), 2016-21  
Figure 27: All online grocery retail sales (including VAT), at current and constant prices, 2016-21
- **Lower growth in 2021, but the channel annualises 2020 numbers better than expected**  
Figure 28: Store-based online grocery retail sales, non-seasonally adjusted year-on-year growth by month, 2020-22
- **Despite slowing growth, online took a record level of sales in 2021**  
Figure 29: All online sales and store-based online grocery sales as a percentage of total sales, 2020-22
- **Average weekly sales 114% higher in 2021 than in 2019**  
Figure 30: Store-based online grocery, average weekly sales, non-seasonally adjusted (including VAT), 2020-22

### MARKET FORECAST

- **The five-year outlook for online grocery retailing**  
Figure 31: Online grocery category outlook, 2022-27
- **Expected decline in 2022 as the market finds its new equilibrium**  
Figure 32: Market forecast for all online grocery retail sales, (prepared on 17 February 2022), 2016-26

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



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

Figure 33: Market forecast for all online grocery retail sales, (prepared on 17 February 2022), at current and constant prices, 2016-26

- **Online grocery to account for 14.1% of grocery sales by 2026**

Figure 34: Online grocery as a % of all grocery sales, pre- and post-COVID-19, 2019-26

- **Market drivers and assumptions**

Figure 35: Key drivers affecting Mintel's market forecast, 2020-26

- **Forecast methodology**

## MARKET SEGMENTATION

- **Store-based dominant but online-only expected to gain share**

Figure 36: Split of online grocery sales, by broad type of retailer, 2016-26

- **Decline expected in 2022 as store-based players annualise pandemic demand**

Figure 37: Online grocery sales by store-based grocery retailers (inc VAT), 2016-26

- **Online-only retailers outpace store-based retailers once more in 2021**

Figure 38: Online grocery sales by store-based grocery retailers (inc VAT), 2016-26

- **Rapid delivery players a niche but quickly established aspect of the market**

Figure 39: Estimated composition of the online grocery sector, by type of service, 2018-21

## ONLINE GROCERY USE AND THE IMPACT OF COVID-19

- **Over half of consumers are still shopping online for groceries**

Figure 40: Online grocery use, 2021

- **43% of online grocery shoppers began shopping online less than two years ago**

Figure 41: Length of time using online grocery services, 2021

- **Number doing most of their shopping online continues to grow**

Figure 42: Types of online grocery users as a proportion of all online grocery users, 2018-21

- **Some have moved away but hesitancy from non-users remains low**

Figure 43: Use of online grocery shopping, 2018-21

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

## DEMOGRAPHICS OF ONLINE GROCERY SHOPPERS

- **Some move away from older shoppers...**  
Figure 44: Online grocery usage, by age, 2019-21
- **...but core generations are engaged as ever**  
Figure 45: Level of online grocery usage, by age, 2019-21
- **Parents remain the most engaged within the market**  
Figure 46: Level of online grocery usage, by parental status, 2019-21
- **Price perception turns some lower-income households away**  
Figure 47: Online grocery usage, by household income, 2019-21  
Figure 48: Level of online grocery usage, by household income, 2019-21
- **Online use continues to grow in London**  
Figure 49: Online grocery usage, by household income, 2019-21

## HOW GROCERIES ARE DELIVERED

- **Home delivery remains dominant**  
Figure 50: How groceries are typically delivered, 2020-21
- **A third of 16-34s have had products delivered by courier**  
Figure 51: How groceries are typically delivered, by age, 2021
- **More varied delivery method use likely to come into the market in 2022**  
Figure 52: Repertoire of delivery methods typically used, by current working status, 2021

## PRODUCTS PURCHASED ONLINE

- **Ambient, bulky and difficult-to-transport goods still over-index...**  
Figure 53: Grocery products typically purchased online, 2021
- **...but the pandemic has caused some uptick in other categories**  
Figure 54: Grocery products typically purchased online, 2021  
Figure 55: Grocery products typically purchased online, 2021
- **Older shoppers have a broader repertoire per shop**  
Figure 56: Repertoire of product categories typically included in online grocery orders, by age, 2021

## LEADING GROCERY RETAILERS USED

- **Tesco the most popular online grocery retailer...**  
Figure 57: Online grocery retailer shopped with and shopped with most often, 2021

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

Figure 58: Online grocery retailers used, by online grocery retailers shopped with most often, 2021

- **...but has lost some shoppers in the past year**

Figure 59: Online grocery retailers used, 2018-21

- **Newer customers skewing towards newer entrants to the market**

Figure 60: Retailers shopped with most often, by when they began shopping online for groceries, 2021

- **Amazon and Aldi carving out a niche in the market**

Figure 61: Demographic profile of online grocery retailers used, by age and household income, 2021

## ALTERNATIVE RETAILERS USED

- **One in 10 have tried an ultra-fast grocery retailer**

Figure 62: Alternative grocery/drinks retailers used, 2021

- **Food/recipe boxes can be a bridge to bring customers fully into online grocery services**

Figure 63: Alternative grocery/drinks retailers used, by use or interest in online grocery services, 2021

- **First-time shoppers during the pandemic have a broader repertoire of businesses used**

Figure 64: Alternative grocery/drinks retailers used, by online grocery shoppers and when they started shopping online for groceries, 2021

- **Ultra-fast are finding their niche in the younger audience**

Figure 65: Demographic profile of online grocery retailers used and alternative food and drink retailers used, by age and household income, 2021

## WHAT WOULD ENCOURAGE MORE ONLINE GROCERY USE

- **Expiry dates and substitutions are a key barrier to additional online grocery use...**

Figure 66: Factors that would encourage more online grocery use, 2021

- **...but quicker delivery and better navigation key for younger shoppers**

Figure 67: Factors that would encourage more online grocery use, by age, 2021

## BARRIERS TO ONLINE GROCERY USE

- **Fresh remains the main barrier to online grocery use**

Figure 68: Reasons why online grocery services are not/longer used, 2021

- **Delivery costs driving some away**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



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

Figure 69: Reasons why online grocery services are not/no longer used, by previous experience/level of interest in online grocery services, 2021

## ATTITUDES TOWARDS SUSTAINABILITY AND DELIVERY

- Planning doesn't necessarily negate rapid delivery desire**

Figure 70: Attitudes to planning and delivery of online grocery orders, 2021

- Core users most likely to have a delivery pass**

Figure 71: Attitudes to planning and delivery of online grocery orders, by age, 2021

- Deposit Return Scheme could provide the opportunity for better links between online and stores**

Figure 72: Attitudes towards shopping online for groceries sustainably, 2021

- The demand for change will come from the most valuable shoppers first**

Figure 73: Attitudes towards shopping online for groceries sustainably, by level of online grocery use, 2021

## LEADING RETAILERS AND MARKET SHARE

- Leading players' share falls back a little in 2021**

Figure 74: Leading online grocery retailers' estimated market shares (exc. VAT), 2021

Figure 75: Leading online grocery retailers, estimated market shares, 2019-21

- Leading players: a note on revenues**

- Leading players: revenues**

- Big three look to annualise significant growth in 2021...**

- ...while those coming from a smaller base continue to see growth**

Figure 76: Leading retailers' net online grocery revenues, 2019-21

- Leading players: revenue breakdown**

Figure 77: Leading online grocery retailers' estimated total online revenues, by grocery and non-grocery, 2019-21

- Smaller players: market share and revenue**

Figure 78: Smaller online food and drink retailers, estimated market shares, 2019-21

Figure 79: Smaller online food and drink retailers, turnover, 2019-21

## BRAND RESEARCH

- What you need to know**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

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

- **Brand map**  
Figure 80: Attitudes towards and usage of selected brands, 2021-22
- **Key brand metrics**  
Figure 81: Key metrics for selected brands, 2021-22
- **Brand attitudes: Rapid players viewed as innovative, but service credentials still strong with 'traditional' players**  
Figure 82: Attitudes, by brand, 2021-22
- **Brand personality: Rapid players play on fun to reach younger audience**  
Figure 83: Brand personality – macro image, 2021-22
- **Major grocers still lead on reliability**  
Figure 84: Brand personality – micro image, 2021-22
- **Brand analysis**
- **Tesco: Brand in strong health**
- **Asda: Value credentials shine but service and experience behind rivals**
- **Sainsbury's: Strong trust levels but premium perception turns some away**
- **Morrisons: Trusted and respected but online perception lags behind rivals**
- **Amazon: A powerhouse with some question marks**
- **Iceland: Strong value credentials but concerns around experience**
- **Ocado: Awareness now matching rivals but trust issues remain**
- **Waitrose: A premium player that many think is worth the money**
- **Getir: Positive experience will be crucial to word of mouth**
- **Gorillas: Has quickly built trust in users**
- **Zapp: A strong start but needs to create a more distinct personality**

**LAUNCH ACTIVITY AND INNOVATION**

- **Rapid expansion and consolidation in Qcommerce sector**  
Figure 85: Gopuff, e-delivery bike, 2021
- **Leading players strike back...**
- **...not just in the UK**
- **Gopuff goes physical**  
Figure 86: Urbx Market concept site, 2021
- **Carrefour looks to subscription market**
- **Breaking down the fresh barrier**  
Figure 87: Albertsons and Firework livestream, 2021

**What's included**

- Executive Summary

---

- Full Report PDF

---

- Infographic Overview

---

- Powerpoint Presentation

---

- Interactive Databook

---

- Previous editions

---

**Did you know?**

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



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

- **Collective and fractional buying**
- **Walmart expands 'direct-to-fridge'**  
Figure 88: Walmart InHome delivery expansion, 2022
- **Asda trials personal lockers to break down barriers**  
Figure 89: Asda home delivery box trial, 2021
- **The sky's the limit**  
Figure 90: Coles and Wing drone delivery, 2022

## ADVERTISING AND MARKETING ACTIVITY

- **Online grocery advertising expenditure hits a high in 2021**  
Figure 91: UK Online supermarket/grocery/food retailers and delivery partners' total recorded above-the-line, online display and direct mail advertising expenditure, 2017-21
- **Delivery partners and new entrants drive spend to new highs**  
Figure 92: Leading Online supermarket/grocery/food retailers and delivery partners' total recorded above-the-line, online display and direct mail advertising expenditure, 2017-21  
Figure 93: Deliveroo in-home grocery advertisement, 2021
- **Outdoor spending grows as society reopens**  
Figure 94: UK Online supermarket/grocery/food retailers and delivery partners' total recorded above-the-line, online display and direct mail advertising expenditure, by media type, 2017-21
- **Major outdoor campaigns and direct marketing help new entrants grow awareness**  
Figure 95: UK Online supermarket/grocery/food retailers and delivery partners' total recorded above-the-line, online display and direct mail advertising expenditure, by media type, 2017-21  
Figure 96: Zapp at London's BFI IMAX, 2021  
Figure 97: Gopuff door drop, 2021  
Figure 98: Gorillas Shoreditch, London, 2021
- **Nielsen Ad Intel coverage**

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Data sources**
- **Financial definitions**
- **Abbreviations**
- **Consumer research methodology**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



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

## APPENDIX: FORECAST METHODOLOGY

- **Market forecast and prediction intervals: total online grocery retail sales (including VAT)**

Figure 99: All online grocery retail sales (inc VAT) market size and forecast, at current and constant prices, 2016-26

Figure 100: All online grocery retail sales (inc VAT), current price prediction intervals, 2021-26

- **Market forecast and prediction intervals: Store-based online grocery retail sales (including VAT)**

Figure 101: Online grocery sales by store-based grocery retailers (inc VAT) market size and forecast, at current and constant prices, 2016-26

Figure 102: Online grocery sales by store-based grocery retailers (inc VAT), current price prediction intervals, 2021-26

- **Market forecast and prediction intervals: Online-only grocery retail sales (including VAT)**

Figure 103: Online grocery sales by online-only retailers (inc VAT) market size and forecast, current and constant prices, 2016-26

Figure 104: Online grocery sales by online-only retailers (inc VAT), current price prediction intervals, 2021-26

- **Market drivers and assumptions**

- **Forecast methodology**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.