

Online Grocery Retailing - US - 2022

Report Price: £3695 | \$4995 | €4400

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 of COVID-19, inflation, supply chain constraints and other market factors on consumer behavior and the online grocery market
- Where consumers shop and what they look for in their primary online grocer
- Motivators and barriers to shopping online for groceries
- Consumers' online grocery shopping behaviors and preferences
- The evolution of omnichannel shopping

Grocery ecommerce was experiencing consistent growth before the COVID-19 pandemic propelled the trajectory of online grocery shopping ahead by years, leading to unprecedented sales growth in the channel. Two years into the pandemic, consumers are still shopping online at high levels – some with continued concerns about exposure to COVID-19, and others who have developed more permanent grocery shopping behaviors centered on value and convenience. With the rise of grocery ecommerce, new shopping patterns are emerging as consumers form multichannel routines, favoring a mix of in-store and online shopping, as opposed to shopping exclusively in stores. While the store remains the primary channel for most consumers, younger shoppers in particular have taken to the practice of online shopping, and consumers across age groups increasingly look to ecommerce to optimize their grocery shopping.

The impact of widespread inflation will affect some consumers' approach toward online grocery shopping. In light of rapidly rising food prices, consumers are expected to pull back on discretionary spending, which may include fees for grocery delivery or pickup services and investments in paid memberships used for online grocery shopping (eg Amazon Prime, Walmart+), which may drive more shoppers back to the store. However, in spite of the twin challenges of supply chain shortages and inflation, online grocery shopping has become a permanent and growing fixture in the grocery channel. Consumers will continue



“Rapid adoption of grocery ecommerce amid the pandemic required retailers to move quickly in an evolving digital landscape. Consumers are continuing to adapt to life amid COVID-19, as convenience and value overtake pandemic concerns as drivers for online shopping.”

– **Brittany Steiger, Senior Analyst – Retail & eCommerce**

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

Online Grocery Retailing - US - 2022

Report Price: £3695 | \$4995 | €4400

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

to shop for groceries online, as retailer investments in the space have created new efficiencies that enable consumers to shop for groceries however and wherever they choose.



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.

Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
 - Figure 1: Total US sales and fan chart forecast of online groceries*, at current prices, 2016-26
 - Figure 2: Category outlook, 2022-27
- Opportunities and challenges
- Reinvent store pickup to take advantage of the BOPIS boom
- Enhancing the shopper journey with personalization
- Focus on fresh
- Invest in technology that supports last-mile fulfillment
- Impact of inflation and supply shortages on online grocery
- Key consumer insights
- eCommerce remains elevated, but the store is still the preferred grocery channel
- Consumers who try ecommerce are satisfied and sticking with it
- Consumers shop online to save time – replacing pandemic factors as the top driver
- Lack of consumer confidence in fresh foods and substitutions a major barrier
- Online shoppers like shopping list features, to the detriment of impulse shopping

MARKET SIZE AND FORECAST

- Upward trajectory of ecommerce expected to reach 20% of total market within five years
 - Figure 3: Total US sales and fan chart forecast of online groceries*, at current prices, 2016-26
 - Figure 4: Total US sales and forecast of groceries*, at current prices, 2016-26

SEGMENT PERFORMANCE

- Health and beauty still comprise the majority share of ecommerce, but food and beverages continue to grow

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 5: total us online sales of groceries*, by segment, at current prices, 2016-21

Figure 6: Total US online sales of groceries*, by segment, at current prices, 2019 and 2021

MARKET FACTORS

- **Shifts in the pandemic have an impact on consumer behavior**
- **Inflation and rising costs will shift the online grocery landscape**
Figure 7: 12-month percentage change, Consumer Price Index – All items versus food at home items, 2021- 22
- **Technological innovation carves out new possibilities for online grocers**
- **Government leaders crack down on rapid delivery and dark stores**
- **Impact of climate change on grocery ecommerce**
Figure 9: Town & Country Markets all-electric delivery fleet, 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Competitive strategies**
- **Kroger leverages Ocado partnership to revolutionize digital expansion strategies**
Figure 10: Kroger + Ocado announce plans for US expansion, 2022
- **Grocers lean into BOPIS solutions to keep convenience coming**
Figure 11: Opie Drive-Thru Grocery; Fresh Street pickup-only grocery, 2021 and 2022
- **Instacart pivots to expand service offerings for retailers**
Figure 12: Instacart unveils platform suite for grocers, 2022
- **Walmart exerts its dominance in the online grocery channel**
Figure 13: Walmart promotes delivery services to consumers and third-party partners, 2021 and 2022
- **H-E-B and Albertsons leverage livestream shopping**
Figure 14: H-E-B virtual cooking classes, seasonal soups, 2022
- **Market Opportunities**
- **Enable smarter substitutions and personalized shopping through AI and machine learning capabilities**
- **BOPIS is a buoy to online grocery channel**

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

Report Price: £3695 | \$4995 | €4400

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

- **Strengthen service offerings through online personal shoppers**
- **Acquire third-party rapid delivery firms to emphasize speed**
- **Expand center aisle and general merchandise appeal via ecommerce channels**

Figure 15: Giant Foods + Ship2 Me partnership, 2022

THE ONLINE GROCERY CONSUMER: FAST FACTS
GROCERY SHOPPING OVERVIEW

- **Who shops for groceries**
- **Nearly all adults shop for groceries; many share the responsibility**
- **How often they shop**
- **Shopping frequency is increasing as consumers shop in new ways and across multiple channels**

Figure 16: Grocery shopping responsibility, by gender and age, 2022

Figure 17: Shopping frequency, by generation, 2022
 Figure 18: Shopping frequency by consumer shopping method, 2022

- **Parents are frequent grocery shoppers**
- **Shopping method**
- **Online and multichannel shopping remains elevated, but in-store sees a rebound**

Figure 19: Shopping methods, 2022
 Figure 20: Select Shopping Methods, year over year, 2022

- **Millennials are driving multichannel shopping; older consumers stick to in-store**

Figure 21: Shopping Method, by generation, 2022

- **Consumers shop online for larger stock-up trips**

Figure 22: Preferred shopping method by trip type, 2022
 Figure 23: Preferred shopping method by trip type, by generation, 2022

CONTINUED IMPACT OF COVID-19 ON ONLINE GROCERY SHOPPING

- **Online shopping remains elevated as pandemic behaviors persist**

Figure 24: Impact of COVID-19 on grocery shopping, 2022

- **Who's shopping more online**

Figure 25: Selected Impact of COVID-19 on grocery shopping, by gender, age and parental status, 2022

Figure 26: Target adds Starbucks pickup to its "Drive Up" service, 2022

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.

INTEREST IN FUTURE ONLINE GROCERY SHOPPING

- **Interest in online shopping continues to grow, but some holdouts remain**

Figure 27: Interest in future online shopping among in-store shoppers, 2022

Figure 28: Interest in future online shopping among in-store shoppers - NETS, 2022

Figure 29: Anticipated amount of online shopping among online shoppers, 2022

Figure 30: Anticipated amount of online shopping among online shoppers, by generation, 2022

SHOPPING BY CATEGORY

- **Consumers still shop in-store for most categories, but online shopping habits hold**

Figure 31: Shopping for major categories - Online versus in-store, 2022

- **Non-perishables and beverage most often shopped online; Millennials overindex in all categories**

Figure 32: Shopping for major categories - Any online, by generation, 2022

RETAILERS SHOPPED ONLINE

- **Walmart and Amazon go head to head, but Walmart retains its lead**

Figure 33: Retailers shopped online, 2022

Figure 34: Giant Foods eliminates pickup fees, 2022

- **Younger consumers drive mass merchant online grocery dominance; Baby Boomers loyal to supermarkets**

Figure 35: Retailers shopped online, by generation, 2022

USAGE OF ONLINE SHOPPING APPS AND MEMBERSHIPS

- **Paid memberships dominate; Instacart falls below direct from retailer**

Figure 36: Apps and Memberships used for online grocery shopping, by generation, 2022

Figure 37: Kroger highlights fuel points; Walmart+ offers Spotify Premium benefit, 2022

REASONS FOR SHOPPING ONLINE

- **Convenience, especially time saved, drives consumers to shop online**

Figure 38: Reasons for online grocery shopping, 2022

Figure 39: Walmart adds "Shop By Diet" feature, 2022

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.

- **Value to rise in importance amid escalating prices**
Figure 40: Select reasons for shopping online – Value, by generation, 2022
Figure 41: Afterpay polls users on Twitter about BNPL for groceries
- **Younger consumers seek enjoyment when shopping online**
Figure 42: Select reasons for shopping online, by generation, 2022
Figure 43: Albertsons + Pinterest shoppable recipes, 2021
- **In their own words: consumers describe their online shopping preferences**

REASONS FOR NOT SHOPPING ONLINE MORE

- **Strong preferences for in-store shopping a hold; lack of trust is a factor**
Figure 44: Shipt ad campaign highlights personal shoppers, 2021
Figure 45: Reasons for not shopping online more, by generation, 2022
- **Asian consumers more hesitant than others to shop online**
Figure 46: Select reasons for not shopping online more, by race and Hispanic origin, 2022
Figure 47: Umamicart, Asian-focused online grocer, 2021
Figure 48: Weee!, Asian and Hispanic-focused online grocer, 2022

ONLINE SHOPPING BEHAVIORS

- **Online shopping supports list-making and price comparison**
Figure 49: Online shopping behaviors, 2022
- **Baby Boomers take a prescriptive approach, younger consumers more likely to shop around**
Figure 50: Select online shopping behaviors, by generation, 2022
Figure 51: Instacart adds features to increase value for shoppers, 2021
- **Consumers look for transparency on product labels**
Figure 52: Select online shopping behaviors, product labels, 2022
Figure 53: Research on nutrition labeling in grocery ecommerce; Kroger "Food as Medicine" recognition, 2022
- **Impulse and add-on purchases a challenge in grocery ecommerce**

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



Report Price: £3695 | \$4995 | €4400

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

Figure 54: Select online shopping behaviors, impulse and add-on purchases, 2022

Behaviors of frequent online grocery shoppers

Figure 55: Behaviors of frequent online grocery shoppers, 2022

ATTITUDES TOWARD ONLINE GROCERY SHOPPING

Convenience is the hook, but opportunities to innovate abound

Figure 56: Attitudes toward convenience, by generation, 2022

Figure 57: Google Cloud launches Retail Search, 2022

Fresh foods present a challenge and an opportunity for ecommerce

Figure 58: Attitudes toward freshness, by generation, 2022

Consumers expect a range of delivery options

Figure 59: Attitudes toward delivery, by generation, 2022

Figure 60: Domino's pizza rewards customers for picking up orders, 2022

Rapid delivery serves up speed and convenience for those willing to pay for it

Figure 61: Kroger, Publix partner with Instacart on rapid delivery, 2021

Figure 62: Attitudes toward fast delivery, by gender and age, 2022

Online experiential concepts add enjoyment and encourage impulse purchases

Figure 63: Attitudes toward impulse and enjoyment, 2022

Figure 64: Thailand's Central Retail plans supermarket in the metaverse, 2022

Consumers are interested in ordering fresh, hot prepared meals online

Figure 65: Attitudes toward prepared food delivery, by generation, 2022

Figure 66: Attitudes toward prepared food delivery, by race and Hispanic origin, 2022

Parents are a key target market for online grocery shopping

Figure 67: Attitudes toward online grocery shopping, by parental status, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
Sales data

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

Table with 2 columns: Region and Contact Info. Rows include Visit (store.mintel.com), EMEA (+44 (0) 20 7606 4533), Brazil (0800 095 9094), Americas (+1 (312) 943 5250), China (+86 (21) 6032 7300), and APAC (+61 (0) 2 8284 8100).

Online Grocery Retailing - US - 2022

Report Price: £3695 | \$4995 | €4400

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



- **Forecast**
- **Consumer survey data**
- **Consumer qualitative research**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 68: Total US online sales and forecast of groceries*, at inflation-adjusted prices, 2016–26

Figure 69: Total US online sales of food and beverages*, at inflation-adjusted prices, 2016–21

Figure 70: Total US online sales of health and beauty products, at inflation-adjusted prices, 2016–21

APPENDIX – THE CONSUMER

Figure 71: Interest in Future online shopping among in-store shoppers, by generation, 2022

Figure 72: Reasons for online grocery shopping, by generation, 2022

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



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)**.