ONLINE SALES HIT THE EXPRESS LANE

Online grocery sales, although representing only approximately 5% of total grocery sales, continue to grow as time-strapped shoppers embrace pickup and home delivery options. Online grocery sales are projected to increase 13% per year to reach 8% of total grocery sales by the end of 2020 with click-and-collect, the most popular method, reaching $35 billion.

Source: Instacart

PERCENTAGE OF SHOPPERS WHO PURCHASED GROCERIES ONLINE:

Source: Coresight Research's U.S. Online Grocery Survey, 2019

36.8%
2019

▲ **23%**
From 2018

62.5%
FROM AMAZON

37.4%
FROM WALMART

15.7%
FROM TARGET

BIG MARKET. BIGGER PLAYERS.

Here are the Top 10 Digital Retailers ranked in order by their e-commerce grocery sales in the United States in 2018.

AMAZON
$8.20 BILLION
▲ 12.5% YOY

WALMART
$2.84 BILLION
▲ 10.1% YOY

KROGER
$1.51 BILLION
▲ 66.0% YOY

AHOLD DELHAIZE
$1.17 BILLION
▲ 2.6% YOY

HELLOFRESH
$0.96 BILLION
▲ 41.0% YOY

COSTCO
$0.88 BILLION
▲ 12.0% YOY

FRESHDIRECT
$0.67 BILLION
▲ 3.8% YOY

BLUE APRON
$0.67 BILLION
▼ 24.2% YOY

ALBERTSONS
$0.59 BILLION
▲ 4.9% YOY

TARGET
$0.42 BILLION
▲ 28.9% YOY

Source: Coresight Research

CHANGING WITH THE TIMES

Large retailers have made necessary business adjustments, heavily investing in e-commerce by expanding their in-house delivery, curbside pickup, and third-party delivery offerings.

ON DEMAND. AT YOUR COMMAND.

Major players with a large store base can offer consumers the convenience of nearby pickup sites.

WALMART:
2,700+ STORES
(projected to reach 3,100 by year-end)

KROGER:
1,700 STORES

TARGET:
1,500 STORES

ALBERTSONS:
250 STORES

Note: Costco is not listed here because e-commerce sales are only eligible for non-perishable items. Amazon/Whole Foods is also not listed, but grocery pickup is available for Amazon Prime members in many markets.

HOME RUN

More and more consumers are choosing to take a "virtual walk" down grocery aisles, opting for groceries to be delivered directly to their home.

AMAZON
Deliveries provided via Amazon's own in-house services: Amazon Fresh and Prime Pantry

WALMART
1,100 stores offer home delivery via Walmart's own in-house delivery service and third-party partnerships

KROGER
1,600 stores offer home delivery via Kroger's own in-house delivery service and Instacart

ALBERTSONS
2,000 stores offer in-house delivery via Kroger Ship and Instacart

TARGET
1,500 stores offer delivery via Shipt

COSTCO
2-day delivery available nationwide (non-perishables only via Costco's own in-house service). Same-day delivery available (including perishables) via Instacart.

EVOLUTION IS A MUST

Any company that wishes to be a major player in the grocery space is now embracing e-commerce. Only the largest players (e.g., Amazon, Walmart, and Kroger) have built their own infrastructure, while smaller companies have turned to third-party partnerships. Going forward, online grocery sales will continue to grow as services improve and consumers seek convenience. However, last mile delivery costs will continue to be a barrier, and companies are expected to tailor their service offerings based on what is most cost-efficient for their geographic region.

TO LEARN MORE, DOWNLOAD GA'S GROCERY MONITOR AT
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