

# Grocery Shopping Online: Growth – Customer View – Usage

Whitepaper 2017  
e-Commerce & Retail

# Buying groceries online: Are supermarkets a dying breed?

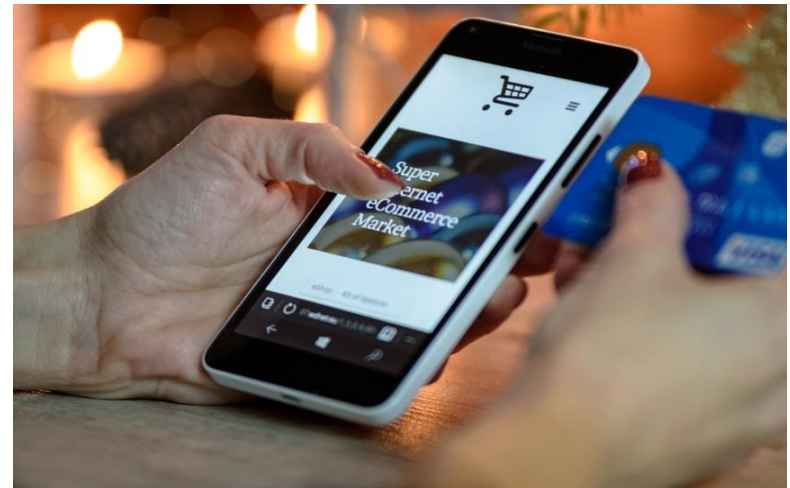
## *Background*

For a while, online grocery shopping was a niche business, but now the market is heating up with Amazon and Walmart fighting to attract more grocery shoppers to buy online.

Amazon launched AmazonFresh Pickup, a drive-in grocery delivery right to your car's trunk. Recently, the online giant opened two of these pick-up supermarkets in Seattle. Customers can order goods online, these are provided by Amazon employees and placed directly in the trunk of the customer's car within a few minutes.

However, Amazon is not the only shop that provides grocery delivery. Walmart has been rapidly expanding its online grocery business and is also concentrating on the click-and-collect model, which allows consumers to pickup orders at stores.

**This whitepaper provides insights on the innovative online grocery business and shows its development as well as changes in customer behavior regarding grocery shopping.**



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# Every 10th consumer worldwide already purchases food or beverages online

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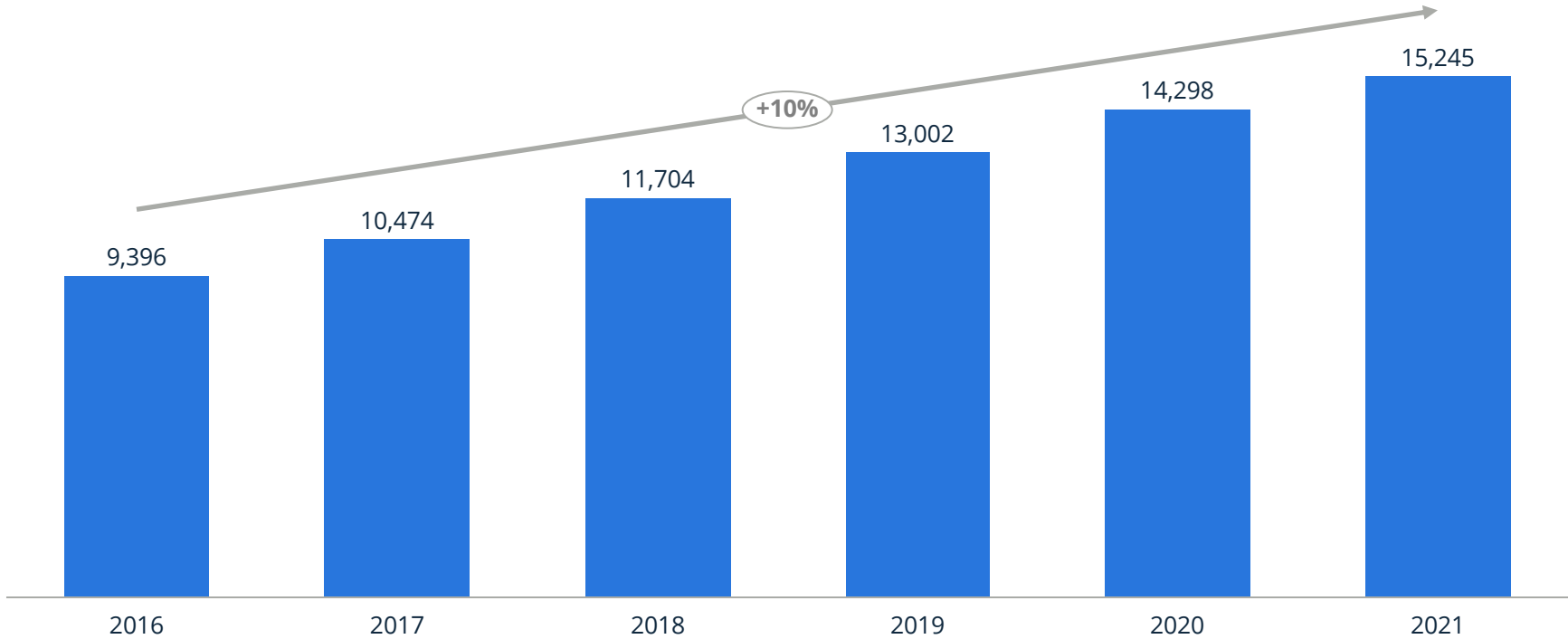
## *Key Takeaways*

1. **Future market:** The **e-Commerce market** for **foodstuff** is **growing steadily** through to **2021**
2. **Asia** leads the **field of countries** that shop **groceries online** – **US lags far behind**
3. **Currently, every 10<sup>th</sup> consumer** worldwide purchases **food** or **beverages online**
4. **Affordable, quick delivery** is **key** for **online grocery sales**
5. **Customers** remain **hesitant** about **buying fresh & frozen foods** as well as **meat online**

# Future market: The e-Commerce market for foodstuff is growing steadily through to 2021

## Growth

Revenue in e-Commerce segment, food and beverages in million US\$ in the United States<sup>1</sup>

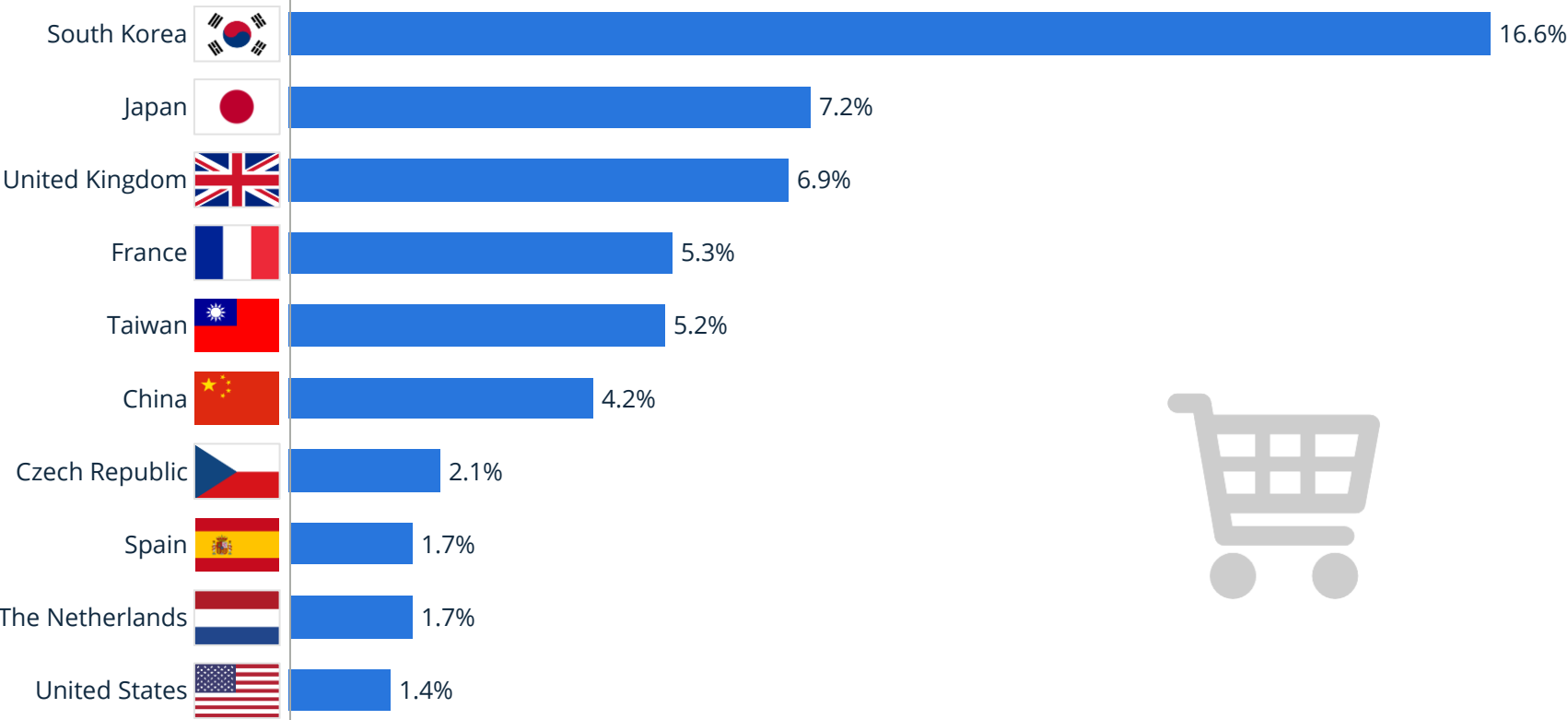


1: excludes baby food  
Source: Statista Digital Market Outlook 2016

# Asia leads the field of countries that shop groceries online – US lags far behind

## Industry Insights

Online grocery market share worldwide, by country in 2016

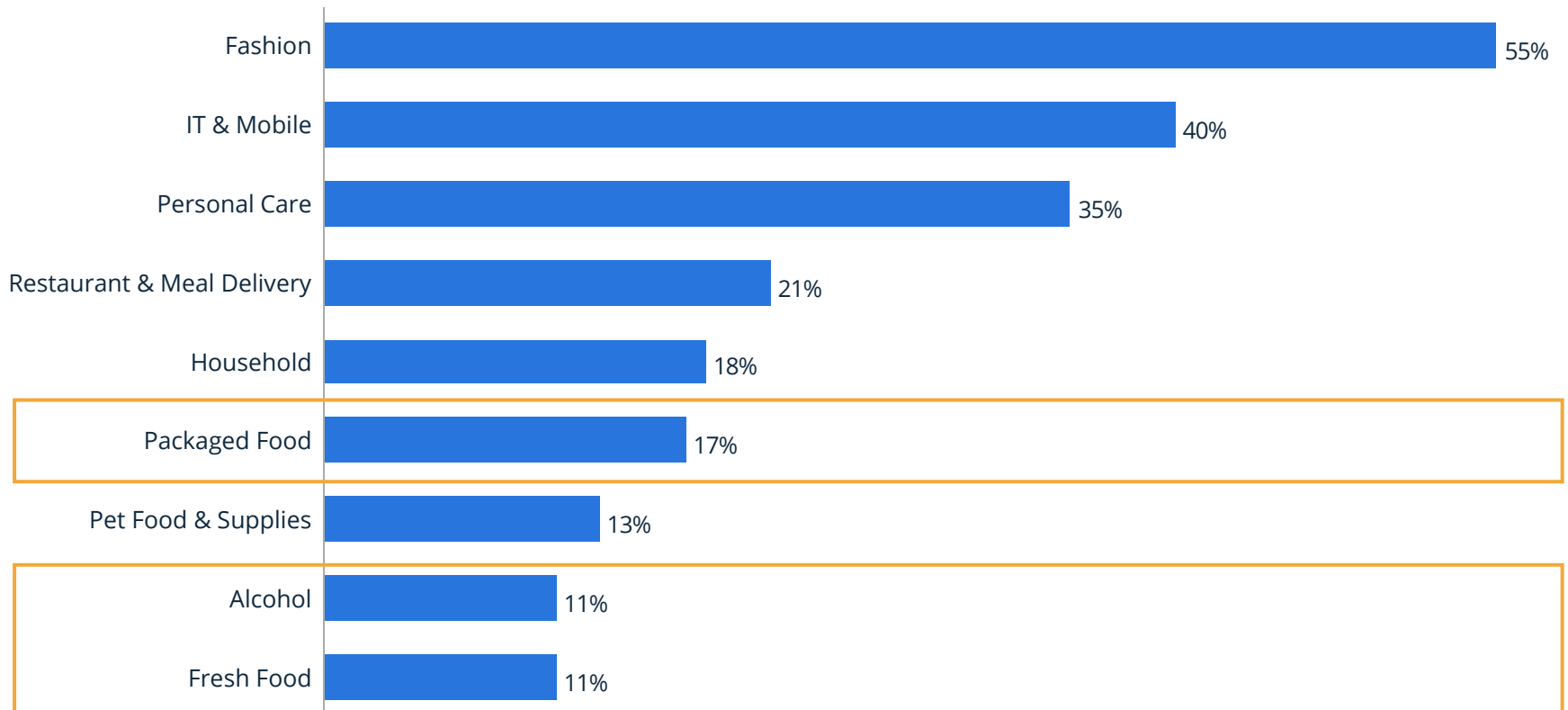


Source: Kantar Worldpanel

# Currently, every 10<sup>th</sup> consumer worldwide purchases food or beverages online

## Usage

Percentage who have purchased in the following categories online<sup>1</sup>

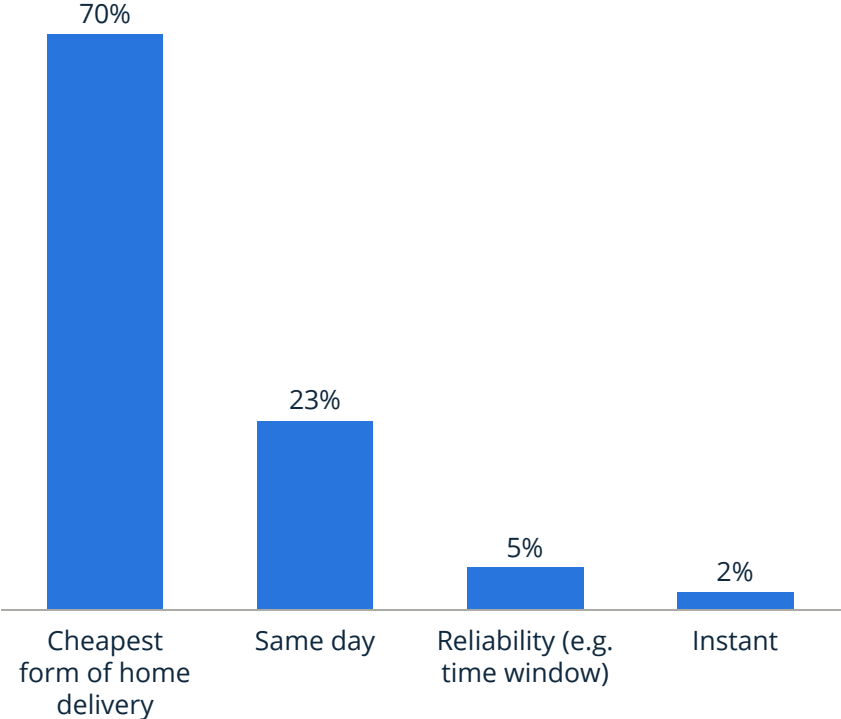


1: N=13,000 consumers in 26 countries throughout Asia-Pacific, Europe, Latin America, the Middle East, Africa and North America; Q4 '15  
Source: Nielsen

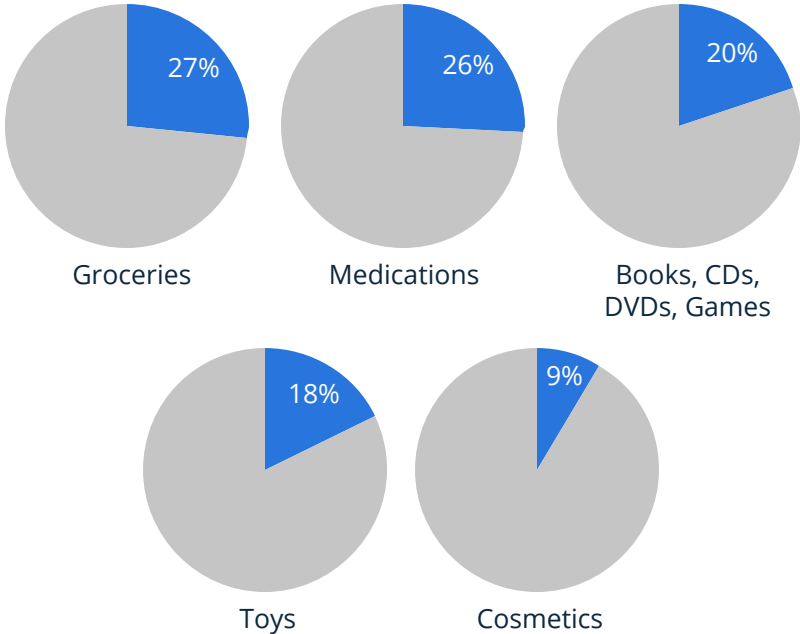
# Affordable, quick delivery is key for online grocery sales

## Customer view

% of consumer delivery volume<sup>1</sup>



% of respondents who did not purchase an item online due to long delivery times<sup>1</sup>

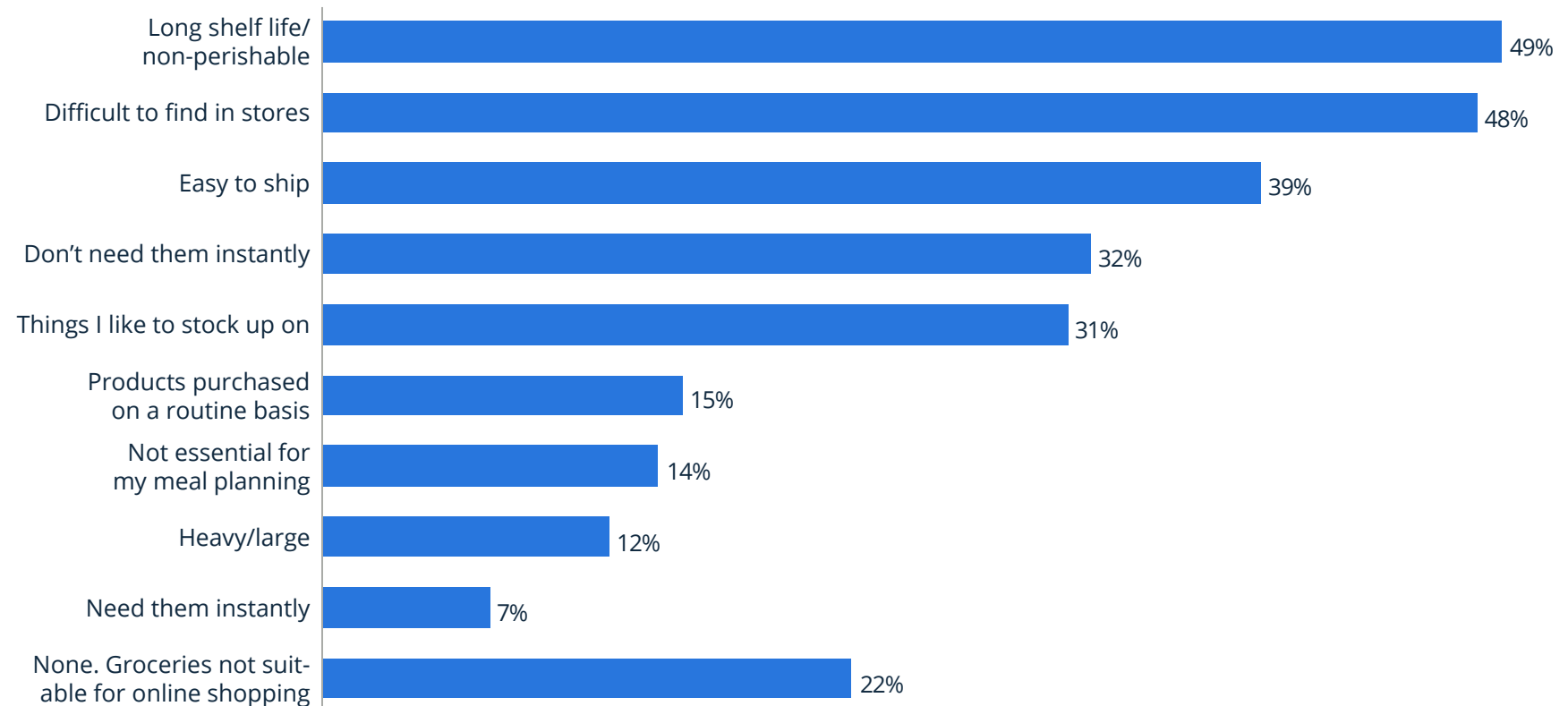


1: N=4,700; Germany, China, US  
Source: McKinsey

# Long shelf life is the key attribute for a product to be suitable for online shopping

## Customer view

Which of the following attributes would make a food product a good fit for online shopping?<sup>1</sup>



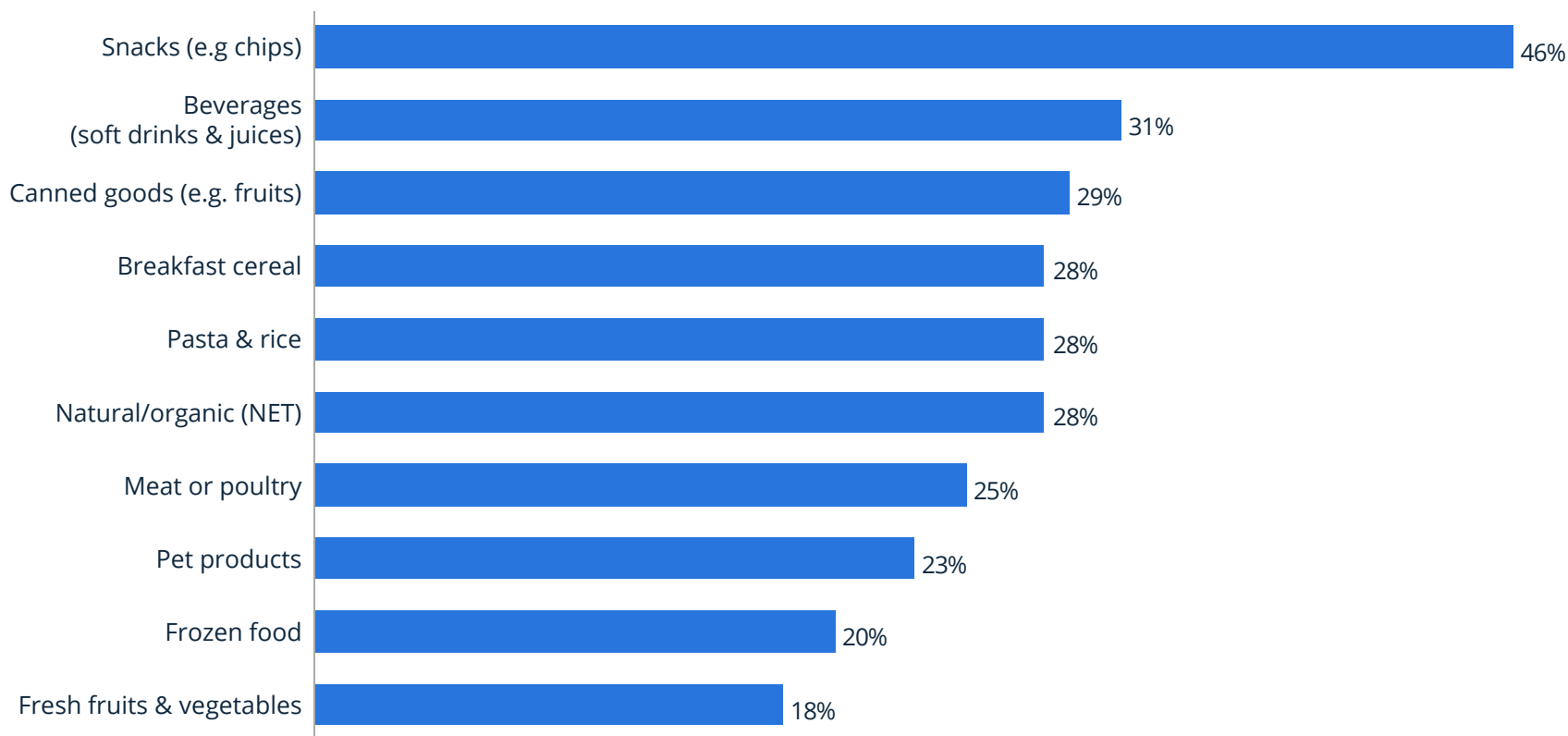
1: N=1,995; US  
Source: Harris Poll



# Customers remain hesitant about buying fresh & frozen foods and meat online

## Customer view

Leading product categories purchased through online groceries within the past 12 months in the United States in 2015<sup>1</sup>



1: N=212 US online shoppers  
Source: FMI; The Hartman Group; Harris Interactive

# About the Digital Market Outlook

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*9 markets, 34 segments, 50 countries*

## *Further data*

This paper provides insights on **Online Grocery Shopping**. Further information on e-Commerce can be found via [Statista's Digital Market Outlook](#).

The Digital Market Outlook provides direct access and download of revenue forecasts, user count & penetration, as well as cross-country comparisons.

It includes data on 9 digital markets, Digital Media, Digital Advertising, e-Commerce, eServices, Smart Home, FinTech, eHealth, Connected Car, eTravel and covers 50 countries worldwide.

The e-Commerce market includes fashion, electronic & media, food & personal care, furniture & appliances as well as toys, hobby & DIY.

The Digital Market Outlook is exclusively available on [statista.com](#) and is included in Statista Corporate Account and Statista Enterprise Account.

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Felix Wegener graduated in Geography and Economics.

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