

China's digital grocery sales to reach nearly \$200 billion this year

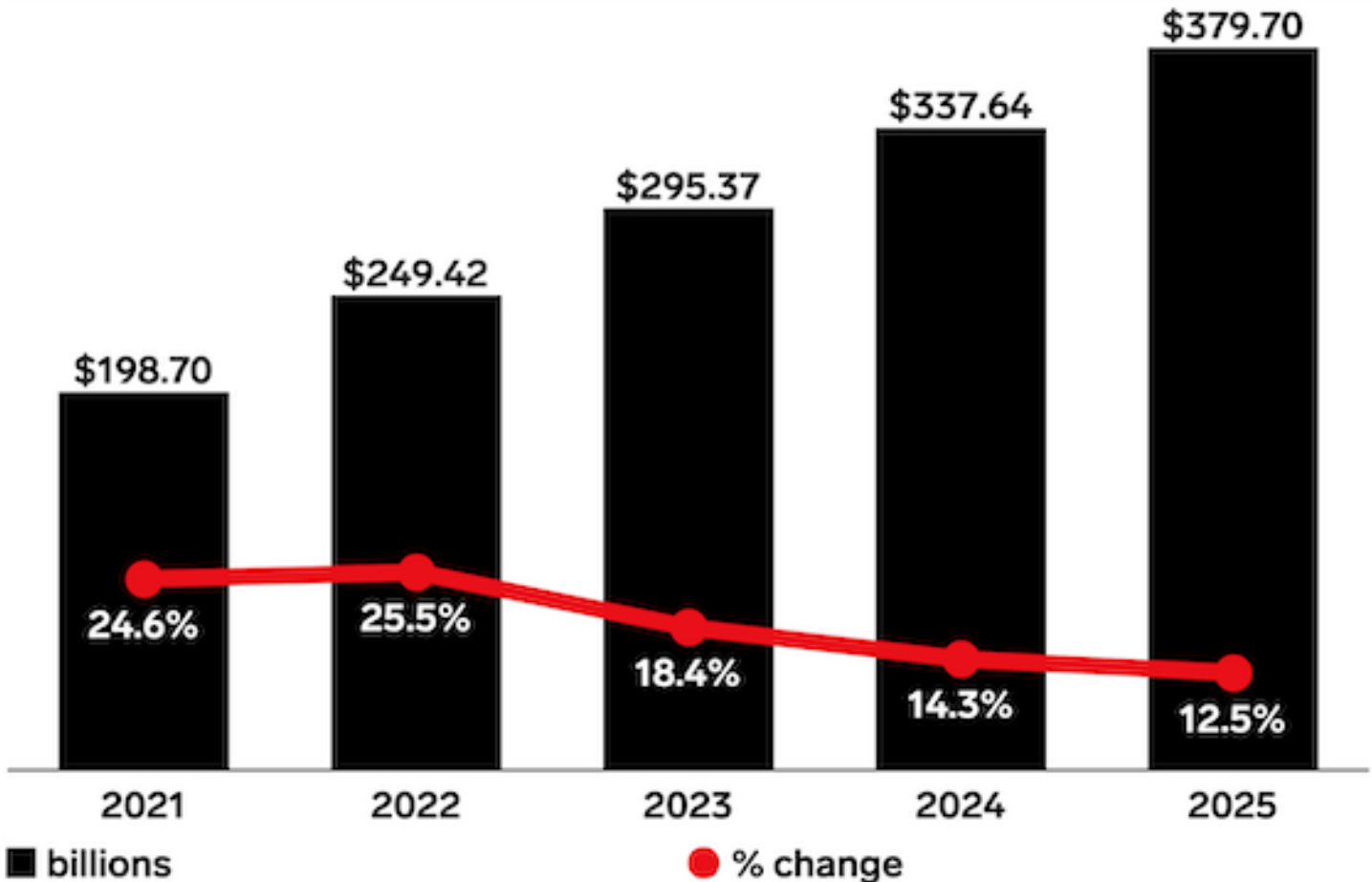
Article

The forecast: China's grocery ecommerce sales were expected to grow **24.6%** in 2021 and reach **\$198.70 billion (RMB 1.36 trillion)**.

This followed 2020's explosive **61.4%** growth, when sales surpassed **RMB 1 trillion** for the first time.

Grocery retail ecommerce sales in China, 2021-2025

billions, % change



Note: includes food and nonfood grocery products ordered using the internet, regardless of method of payment or fulfillment; grocery items are products that people regularly buy from a grocery store, including food and beverages, pet food, household cleaning products, personal care products, and other household consumables; excludes restaurant sales. Sales can occur through channels outside of traditional grocers or supermarkets, such as warehouse clubs and superstores, convenience stores, gas stations, pharmacy/drug stores, and online delivery and meal-kit subscription services.

Source: eMarketer, December 2021

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- Nearly **one-fifth (19.0%)** of all grocery purchases made in China were digital in 2021, up from just **9.0%** in 2018. That figure will reach almost **30%** by 2025.
- **Grocery brick-and-mortar sales will continue to grow** modestly following the pandemic-induced decline.
- Though online grocery ordering is not a new phenomenon, the pandemic and ensuing lockdowns, coupled with fears of being in crowded places, increased consumer adoption in China.
- Despite increasing numbers of shoppers returning to brick-and-mortar grocery stores, the **convenience of getting fresh food items delivered will be an appealing factor for many.**