

# Click and collect drives the digital grocery market

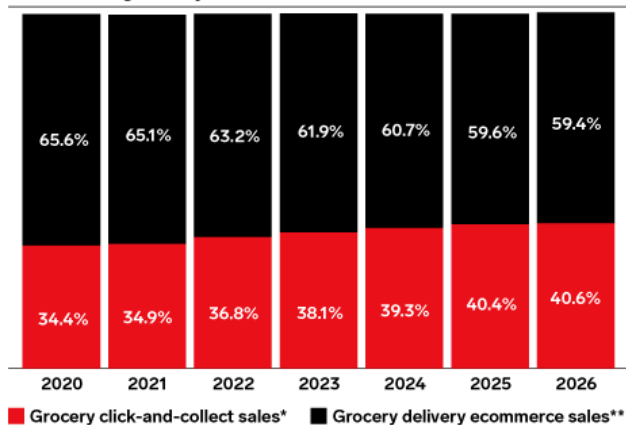
Article

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Click and collect's share of digital grocery is growing. This year, the fulfillment method will account for **36.8%** of US grocery ecommerce sales. Come 2026, that figure will rise to **40.6%**.

## US Grocery Ecommerce Sales Share, by Fulfillment Method, 2020-2026

% of total grocery ecommerce sales



■ Grocery click-and-collect sales\* ■ Grocery delivery ecommerce sales\*\*

Note: excludes restaurant sales; \*sales of grocery products ordered using the internet for pickup in a store, curbside, or a locker in a retail or pickup hub location; excludes orders picked up at a post office; includes sales fulfilled by third-party services (e.g., Instacart); \*\*sales of grocery products ordered using the internet for home delivery; includes sales from traditional grocers, warehouse clubs, digital-only retailers (e.g., Amazon), grocery delivery companies (e.g., FreshDirect, Peapod), third-party delivery services (e.g., Instacart, DoorDash, Uber), and meal-kit companies (e.g., Blue Apron, HelloFresh); includes home and work locations  
Source: eMarketer, Aug 2022

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eMarketer | InsiderIntelligence.com

**Beyond the chart:** US digital grocery sales are growing both in volume and as a share of the overall grocery market. Ecommerce sales in this space will reach **\$140.19 billion** in 2022 and **\$235.86 billion** by the end of 2026.

Click and collect is the driving force behind that growth. This year, grocery click-and-collect sales will grow **22.2%**, while grocery delivery will post a **12.4%** increase.

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*Methodology: Estimates are based on the analysis of survey and traffic data from other research firms, historical consumer adoption trends, and demographic adoption trends.*