
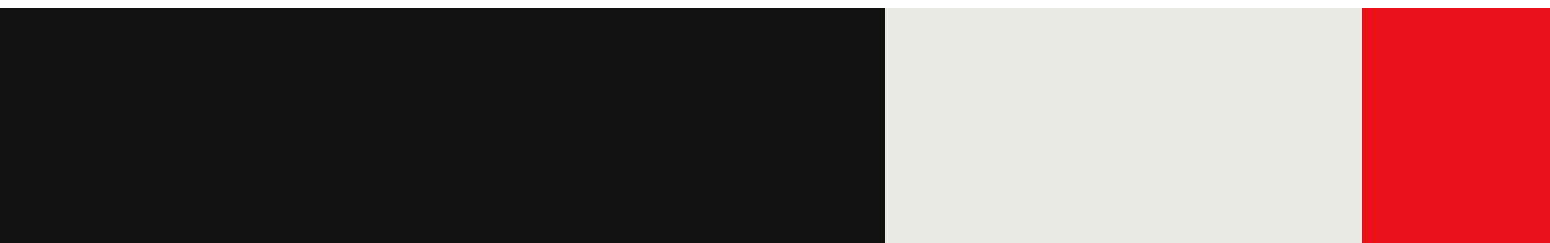


The leading US grocery websites don't belong to traditional grocers

Article



Online grocery sales will **surpass** \$100 billion in the US this year, per our forecast, but traditional grocers may not see as much of that spending as the major ecommerce players are.

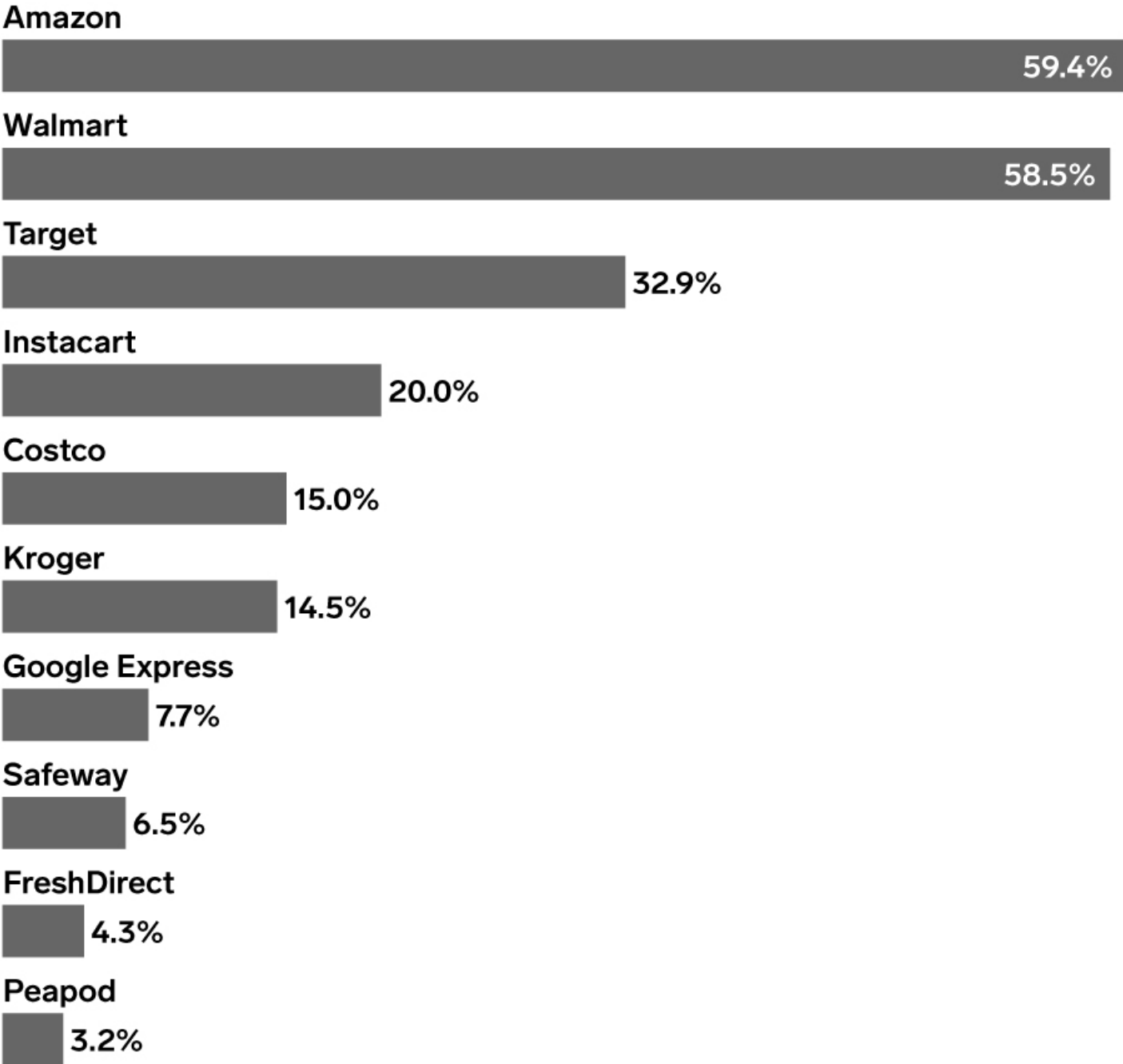


Nearly 60% of US digital grocery buyers said they had bought from **Amazon** or the **Walmart** site in the past month, according to a June 2021 study by Cowen and Company. Grocery-

specific platforms like **Instacart** and **Kroger** saw much lower response rates, while **FreshDirect** and other grocers' sites registered shares in the low single digits.

Coronavirus Impact: Digital Grocery Sites Where US Digital Buyers Made a Purchase, June 2021

% of respondents



Shipt

2.6%

Other supermarket's website

7.2%

Other digital grocery site

3.1%

Note: in the past 30 days; among those who actively use digital grocery monthly
Source: Cowen and Company, "COVID-19 Consumer Survey Tracker: June '21 Update," July 20, 2021

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