Amazon Fresh buyers more likely to try new grocery products multiple times a month

Article

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<table>
<thead>
<tr>
<th></th>
<th>1 or more times per week</th>
<th>2-3 times per month</th>
<th>Total buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon Fresh</td>
<td>17.0%</td>
<td>31.4%</td>
<td>48.4%</td>
</tr>
<tr>
<td>Target</td>
<td>14.8%</td>
<td>25.7%</td>
<td>40.5%</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>11.9%</td>
<td>23.3%</td>
<td>35.2%</td>
</tr>
<tr>
<td>Instacart</td>
<td>10.4%</td>
<td>22.7%</td>
<td>33.1%</td>
</tr>
<tr>
<td>Walmart</td>
<td>9.2%</td>
<td>19.6%</td>
<td>28.8%</td>
</tr>
<tr>
<td><strong>Total buyers</strong></td>
<td><strong>9.4%</strong></td>
<td><strong>19.5%</strong></td>
<td><strong>28.9%</strong></td>
</tr>
</tbody>
</table>

Note: Respondents were asked, "How often do you try new products when shopping for groceries online?" and "In the past 12 months, which of the following grocery-ordering websites or apps have you used to place an order?; this is the website or app that you initially accessed to place the order."

Source: Insider Intelligence | eMarketer, July 2023
Key stat: Nearly half (48.4%) of Amazon Fresh shoppers try new grocery products multiple times per month, according to an Insider Intelligence survey.

Beyond the chart:

- Though just 18.6% of US digital grocery shoppers have used Amazon Fresh in the past year, per our survey, these shoppers are a potentially valuable audience to brands who want to encourage product discovery among consumers who shop frequently and try new products.
- Amazon paused on expanding its Amazon Fresh stores in February 2023, waiting until it can find a format that resonates with customers, per CEO Andy Jassy.
- But Amazon sees Fresh as the future of its grocery business, so we expect once it cracks the code of what customers want, it will become a much larger player in the digital grocery business in the years ahead.

Use this chart:

- Understand the frequency with which US grocery shoppers try new products.
- Identify which retailers are strongest for product discovery.

More like this:

- Digital Grocery Platforms Survey 2023 (Insider Intelligence subscription required)
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