

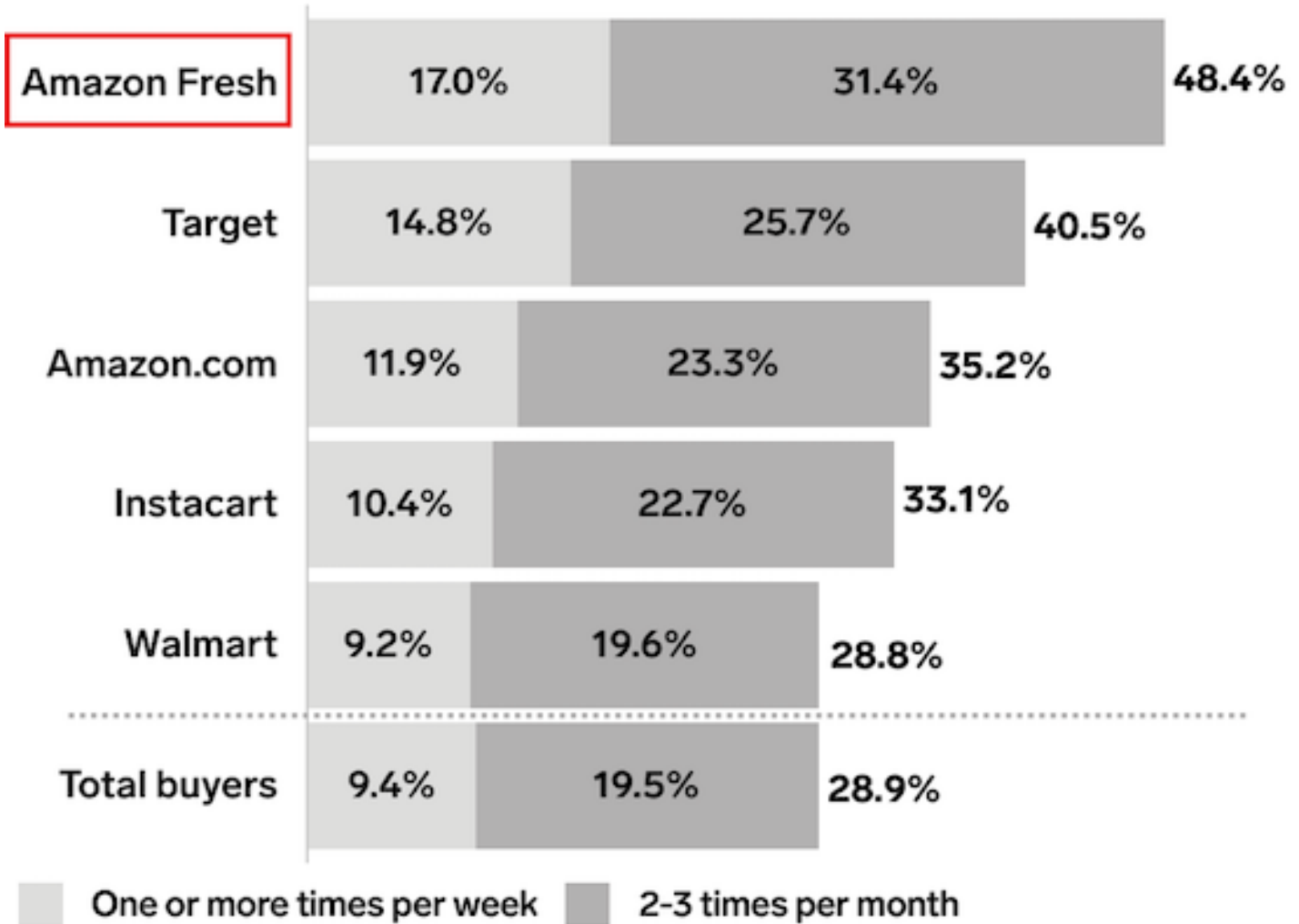
Amazon Fresh buyers more likely to try new grocery products multiple times a month

Article

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Amazon Fresh Buyers Are More Likely to Try New Grocery Products Multiple Times per Month

% US digital grocery buyers, May 2023



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

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Insider Intelligence | eMarketer

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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