

More than Half of Internet Users Have Purchased Groceries Online

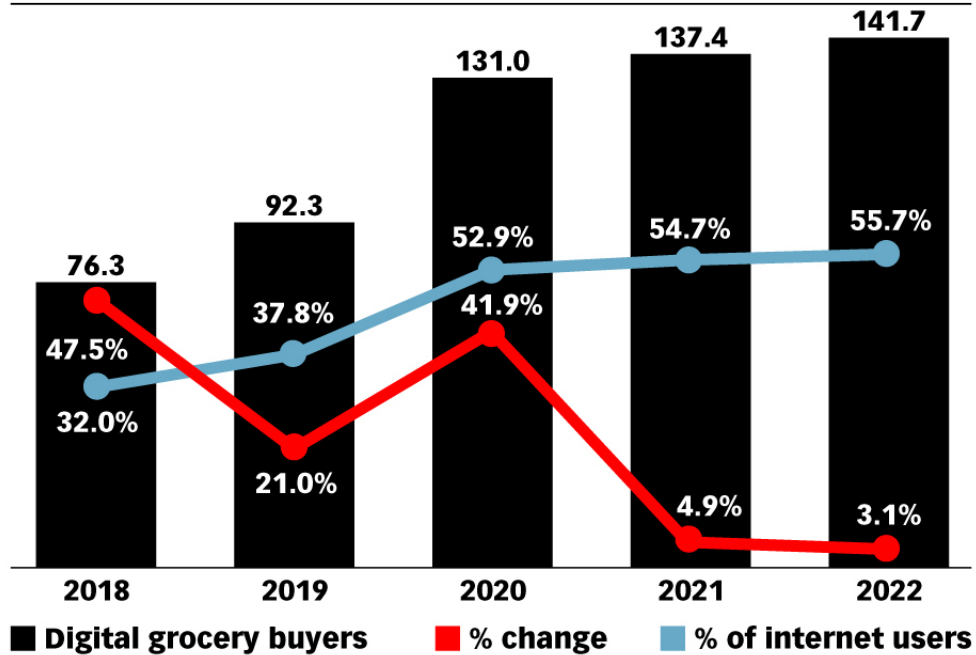
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eMarketer Editors

The coronavirus pandemic is pushing more US consumers to buy essential products digitally, rapidly accelerating the online grocery space.

US Digital Grocery Buyers, 2018-2022

millions, % change and % of internet users



Note: ages 14+; digital grocery buyers are defined as internet users who have made at least one grocery order via any digital channel during the calendar year regardless of method of payment or fulfillment; includes grocery delivery and pickup
Source: eMarketer, May 2020

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We forecast that 52.9% of internet users will make at least one online grocery order through a digital channel in 2020.

But this trend will be short-lived: Year-over-year growth will slow to 4.9% in 2021 as consumers potentially feel safer entering brick-and-mortar stores again. Despite this, online grocery will have reached far more consumers than it ever would have if not for the pandemic.

Read More:

- [The Online Grocery Report: The Coronavirus Pandemic Is Thrusting Online Grocery into the Spotlight in the US — Here Are the Players that Will Emerge at the Top of the Market](#)
- [Food and Beverage Will See Biggest Gains in Retail Ecommerce Sales Growth This Year](#)

- [The Pandemic Has Driven Boomers to Increase Their Digital Shopping](#)

Correction: *An earlier version of this article incorrectly cited some data reflected in the chart. We have since updated it.*

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