

# The number of households buying groceries online ticked up in June

Article

**The news:** US online grocery sales fell 1.2% year-over-year (YoY) in June to \$7.1 billion as the number of orders completed during the month fell over 5%, per a new Brick Meets

## Click/Mercatus Grocery Shopping Survey.

**The good news:** Despite the overall online sales decline, the share of US households that bought groceries online rose over 1% year-over-year (YoY) in June and the overall order value increased 3% YoY.

- That dovetails with a PYMNTS [study](#) that found 7.2% of consumers purchase all their everyday staples online, up from just 0.2% before the pandemic, and 39% buy their groceries through a mix of physical and digital channels, up from 37% prepandemic.
- Convenience is a significant factor for 62% of shoppers who opted to purchase more grocery items through digital channels than from brick-and-mortar grocery stores, with 36% stating it was their primary motivation for doing so.

**The trend:** How shoppers buy groceries online is in the midst of a significant shift as consumers grow increasingly cost-conscious, according to the Brick Meets Click/Mercatus Grocery Shopping Survey.

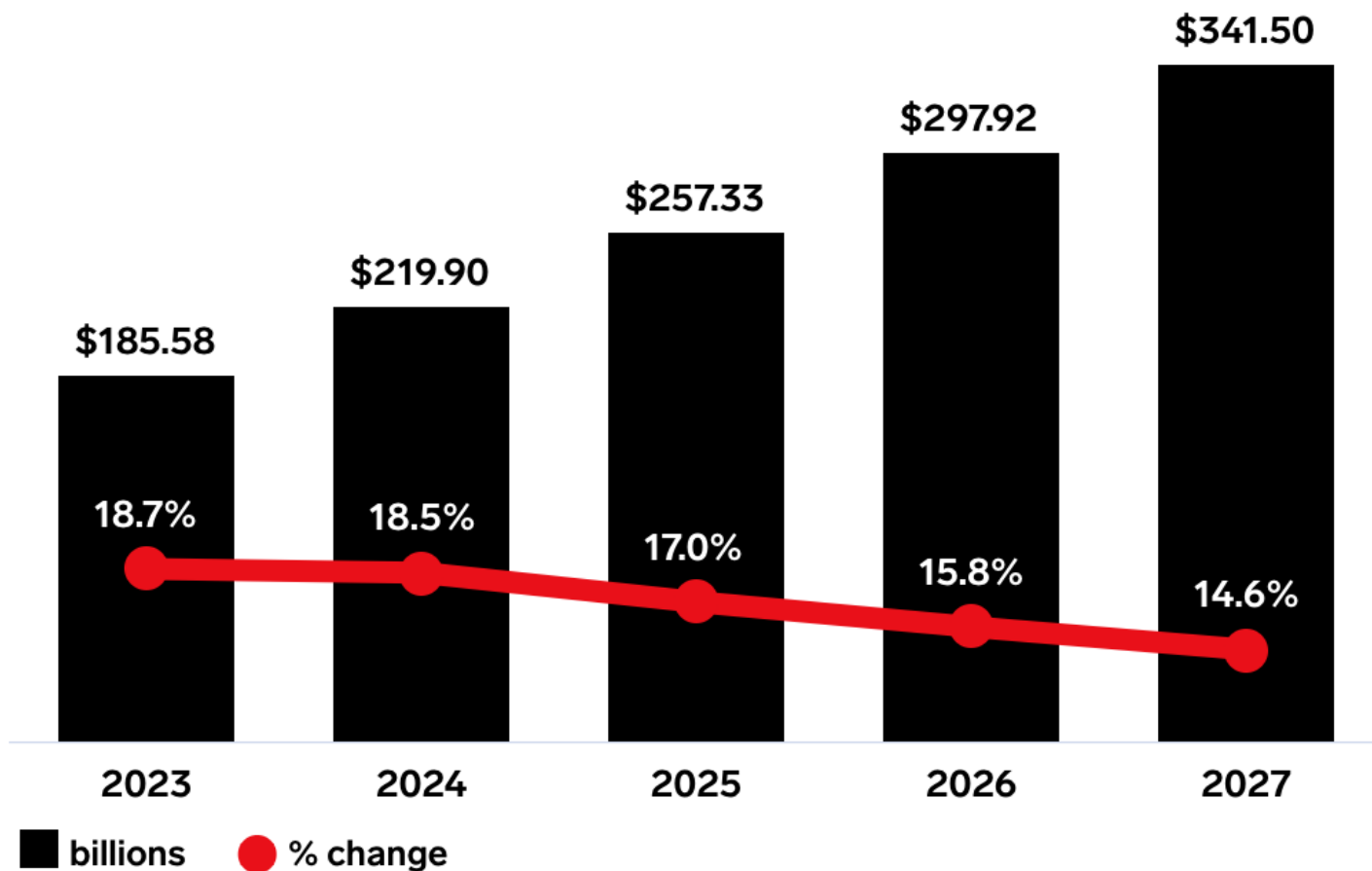
- Pickup sales grew 3.2% YoY to \$3.5 billion, with the share of overall sales growing to nearly 49%.
- Delivery sales fell 2.5% YoY, marking the second straight month that sales declined.
- Ship-to-home sales dropped 9.7% YoY, and now account for less than 17% of all online grocery purchases.

**The big takeaway:** Our [forecast](#) expects US online grocery sales to grow 18.7% this year.

- That growth will stem from a combination of inflation—grocery prices were up 4.7% YoY in June—and consumers seeking convenience.
- Pickup seems likely to account for a growing share of those sales as consumers look for ways to save.

# Grocery Retail Ecommerce Sales

US, 2023-2027



Note: includes food and nonfood grocery products ordered using the internet, regardless of method of payment or fulfillment; grocery items are products that people regularly buy from a grocery store, including food and beverages, pet food, household cleaning products, personal care products, and other household consumables; excludes restaurant sales

Source: Insider Intelligence | eMarketer, February 2023

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