

# The top 5 US grocery ecommerce companies

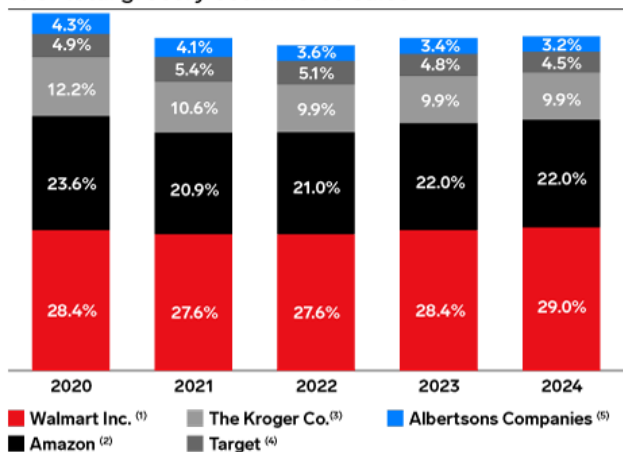
Article

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The top five digital grocers in the US will capture **67.2%** of the country's grocery ecommerce sales in 2022. That figure will rise slightly over the next two years, with leaders Walmart Inc. and Amazon growing their shares by about **1 percentage point** each.

## US Digital Grocery Sales Share, by Company, 2020-2024

% of total grocery ecommerce sales



Note: excludes fuel; (1) represents the gross value of grocery products sold on Walmart.com and SamsClub.com (browser or app), regardless of the method of payment or fulfillment; includes delivery and pickup, and sales from third-party delivery services; (2) represents the gross value of grocery products sold on Amazon.com (browser or app), regardless of the method of payment or fulfillment; includes Amazon Fresh and Whole Foods Market delivery and pickup; includes direct and marketplace sales; (3) represents the gross value of grocery products sold online (browser or app) from all banners under Kroger, regardless of the method of payment or fulfillment; includes delivery and pickup, and sales from third-party delivery services; (4) represents the gross value of grocery products sold on Target.com (browser or app), regardless of the method of payment or fulfillment; includes delivery and pickup, and sales from third-party delivery services; (5) represents the gross value of grocery products sold online (browser or app) from all banners under Albertsons Companies, regardless of the method of payment or fulfillment; includes delivery and pickup, and sales from third-party delivery services

Source: eMarketer, Aug 2022

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eMarketer | InsiderIntelligence.com

**Beyond the chart:** “The gridlock in sales share speaks to how competitive the digital grocery market has become,” said our senior analyst Blake Drosch.

Among third-party delivery services, **Instacart** remains the clear winner, accounting for about **three-quarters** of grocery intermediary sales this year. Aside from Amazon, all of the top five digital grocers partner with Instacart. Keep an eye on the delivery intermediary’s competition with Amazon as Instacart makes moves toward a potential IPO.

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*Methodology: Estimates are based on the analysis of survey and traffic data from other research firms, historical consumer adoption trends, and demographic adoption trends.*