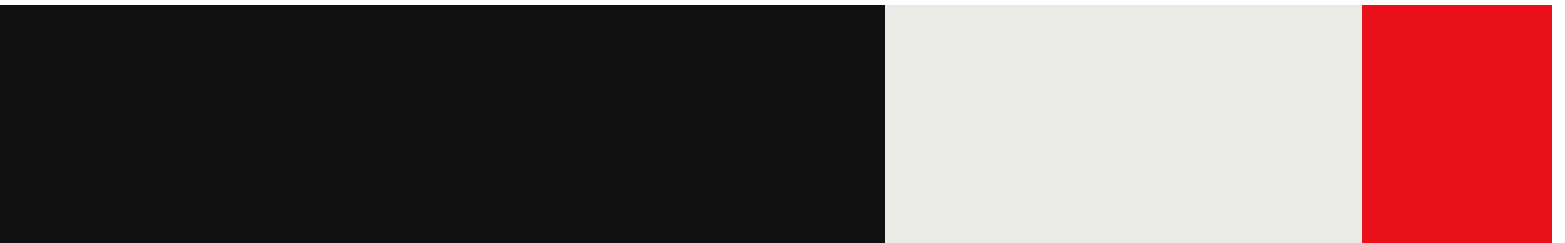


Grocery shopping habits, bad delivery experiences, and pausing home improvement projects

Audio

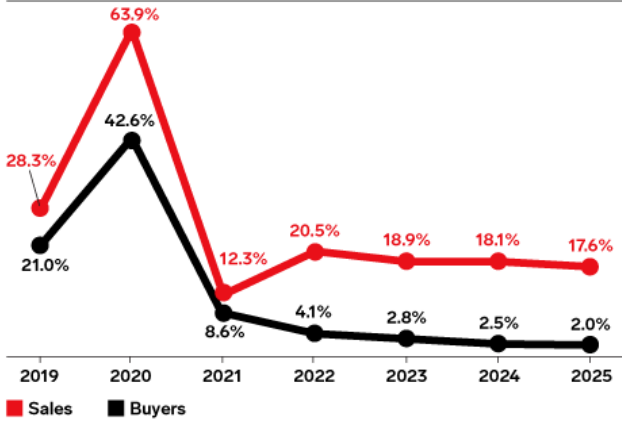


Consumer shopping habits are changing constantly, but how are retailers responding to those changes in the grocery space? "In Other News," we explore how a poor delivery experience

can mean trouble for retailers and try to figure out what's happening with the home improvement boom. Tune in to the discussion with our analyst Blake Droesch.

US Digital Grocery Sales Growth vs. US Digital Grocery Buyers Growth, 2019-2025

% change



Note: ages 14+; 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; includes food and nonfood grocery items 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: eMarketer, Aug 2021

268625

eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

At mParticle, we believe that better data results in better decisions and better outcomes. Cleanse, visualize, and connect your customer data from any source or system to any API. Postmates, NBCUniversal, Spotify, and Airbnb use mParticle to accelerate their customer data strategies. Visit mparticle.com to learn more.