


# Food and beverage nab an increasing share of total UK ecommerce sales

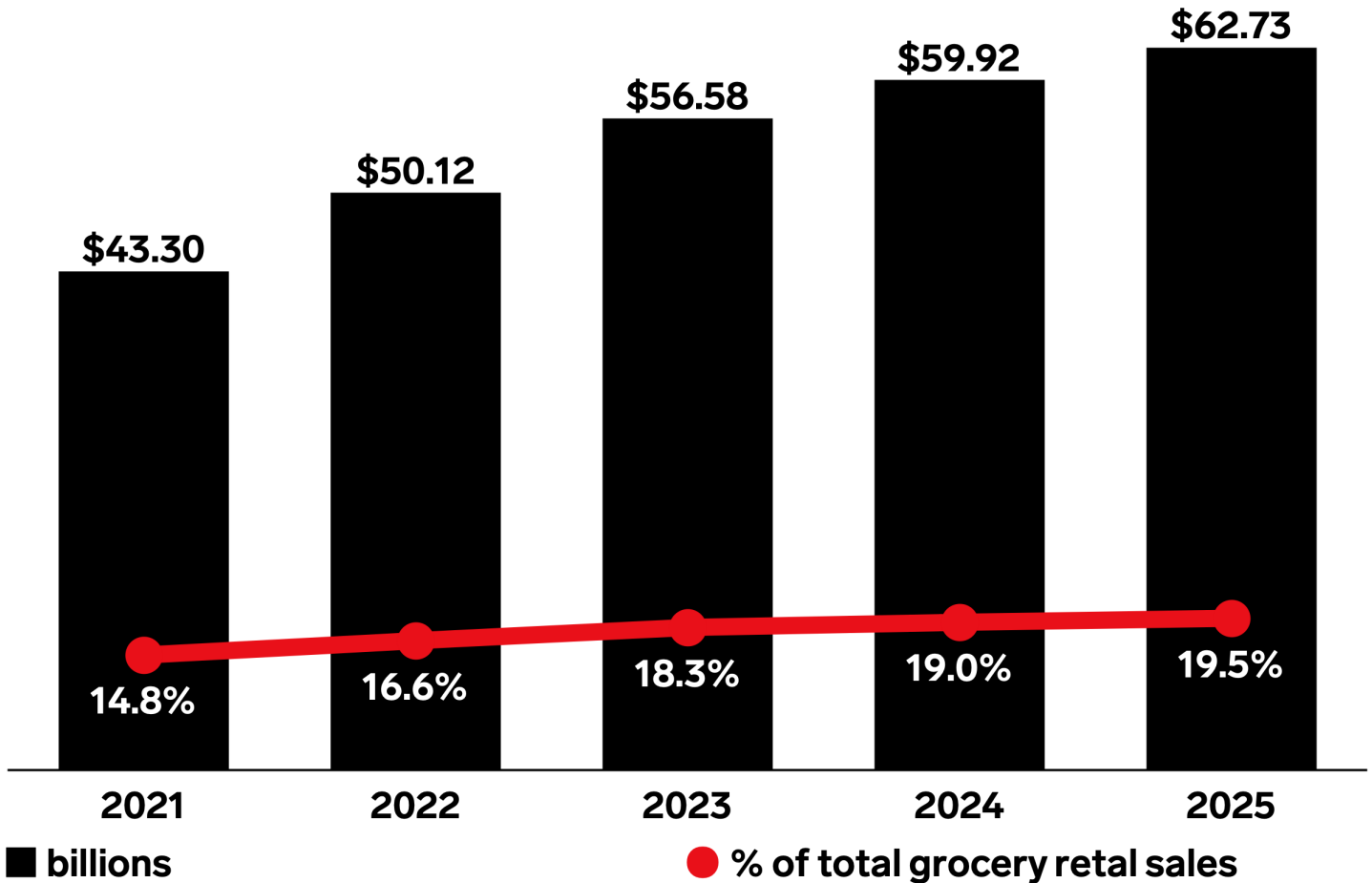
Article



**The forecast:** The share of food and beverage ecommerce sales in the UK will rebound to pre-pandemic levels in the coming years, reaching **18.0%** of total ecommerce sales by 2025, a **5 percentage point** increase from 2019.

# UK Grocery Retail Ecommerce Sales, 2021-2025

billions, % of total grocery retail sales



*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. Sales can occur through channels outside of traditional grocers or supermarkets, such as warehouse clubs and superstores, convenience stores, gas stations, pharmacy/drug stores, and online delivery and meal-kit subscription services.*

Source: eMarketer, October 2021

1060093781585

[InsiderIntelligence.com](https://www.insiderintelligence.com)

Dive Deeper:

- UK grocery ecommerce sales growth will remain driven by food and beverage, as grocery product retail sales continue to rise. Overall growth will taper from **3.9%** in 2019 to **1.1%** by 2025.
- Food and beverage ecommerce sales will increasingly make up a larger share of total food and beverage sales through 2025, with brick-and-mortar sales growth steadily declining through 2025.
- Grocery ecommerce sales will represent **19.5%** of total grocery sales and **21.6%** of total ecommerce sales by 2025.