

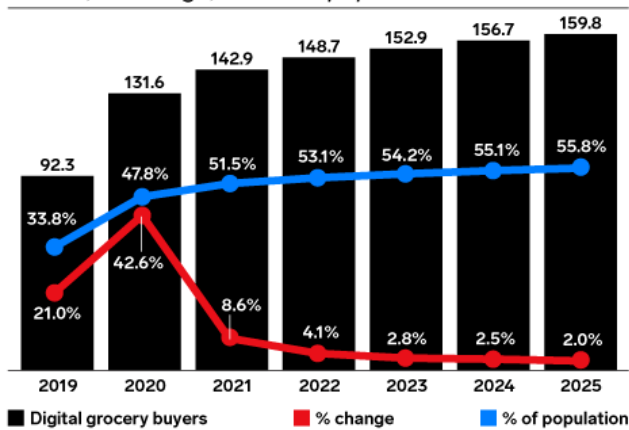
Digital grocery buyers have reached critical mass

Article

The pandemic has been a boon for digital grocery adoption. In 2020, the number of digital grocery buyers increased by more than 39 million. While growth won't be as significant in 2021, it will still be a landmark year, as digital grocery buyers will surpass 142 million, amounting to **more than half the US population (51.5%)** for the first time.

US Digital Grocery Buyers, 2019-2025

millions, % change, and % of population



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
Source: eMarketer, Aug 2021

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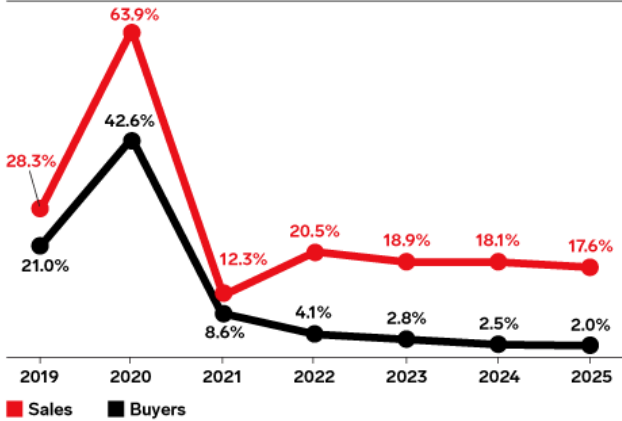
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Looking ahead: Now that digital grocery buying has become mainstream, growth in the number of digital grocery buyers will slow significantly in the coming years. Between now and 2025, digital grocery buyers will increase by just under 17 million.

Digital grocery buyers are increasing their spending. In past years, much of digital grocery's sales growth was fueled by the influx of new digital grocery buyers. But the number of new digital buyers will slow in the coming years while sales will continue to grow. As a result, more of the sales growth will come from existing digital grocery buyers, as the **average annual spend per digital grocery buyer** increases from \$856.47 in 2021 to \$1,524.84 in 2025.

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

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Who's Buying What?

Millennials living in urban areas are the most frequent digital shoppers.

- More than 4 in 10 **millennials (43%)** shop for most of their groceries online or the same amount they do in stores, per a June 2021 survey from Morning Consult. One-third of **Gen Z (33%)** respondents said the same, followed by **Gen X (24%)** and **Baby Boomers (18%)**.
- More than 1 in 3 respondents living in **urban communities (36%)** shopped for most of their groceries online or the same amount as in store, outpacing those in **suburban communities (25%)** and **rural communities (22%)**.

Coronavirus Impact: Ways US Adults Shop for Groceries, by Demographic, June 2021

% of respondents in each group

	Mostly in-person	In-store and digitally equally	Shop mostly digitally
Age			
Gen Z (1997-2003)	63%	16%	17%
Millennial (1981-1996)	56%	18%	25%
Gen X (1965-1980)	74%	11%	13%
Baby boomer (1946-1964)	82%	7%	11%
Community			
Urban	62%	14%	22%
Suburban	74%	11%	14%
Rural	75%	10%	12%
Total	70%	12%	16%

Note: numbers may not add up to 100% due to rounding

Source: Morning Consult as cited in company article, Aug 4, 2021

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Nonperishable is the most popular online grocery category, but most buyers are also purchasing fresh and frozen foods. A March 2021 survey from ecommerce platform PowerReviews found that more than half of grocery shoppers had digitally purchased fresh (56%) and frozen foods (54%). However 70% of respondents had purchased nonperishable packaged foods, like cereal, canned food, and snacks.

Read more about digital grocery buyers in our [US Digital Grocery Forecast 2021 Report](#).

Report by Blake Droesch Sep 21, 2021

US Digital Grocery Forecast 2021

