

Walmart has cornered more than 25% of the US grocery ecommerce market

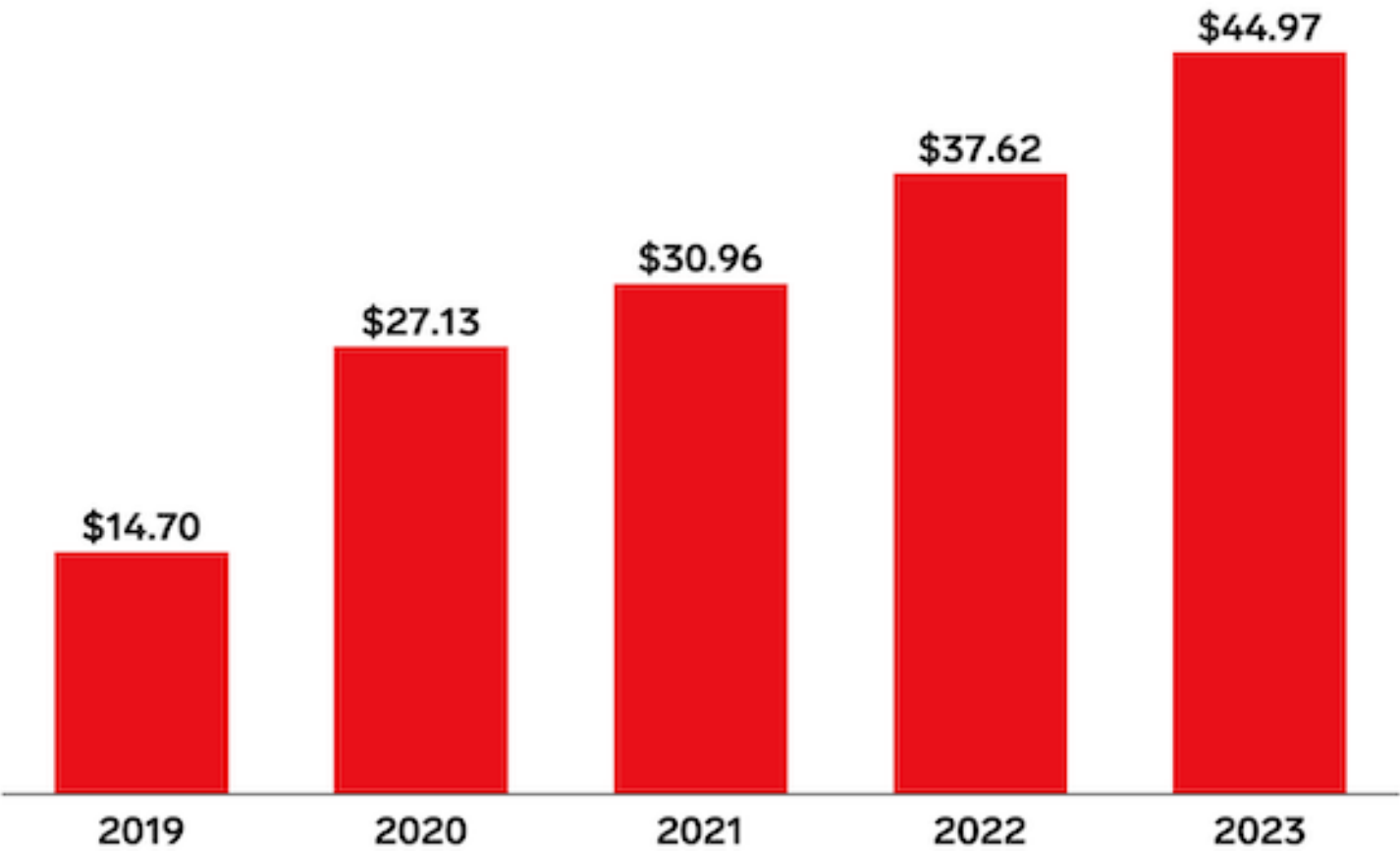
Article

The forecast: Walmart edged out Amazon in 2020 as the leading US grocery ecommerce retailer. We expect Walmart to continue outselling Amazon in grocery ecommerce sales

through our 2023 projections.

Walmart Grocery Ecommerce Sales

US, 2019-2023, in billions



Note: Represents the gross value of grocery products sold on Walmart.com (browser or app), regardless of the method of payment or fulfillment; includes delivery and pickup, and sales from third-party delivery services; excludes fuel. Groceries are defined as food and nonfood 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.

Source: eMarketer, August 2021

Methodology: Estimates are based on the analysis of data from benchmark source US Department of Commerce, estimates from other research firms, historical trends, reported and estimated revenues from major retailers, consumer buying trends, and macro-level economic conditions.

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- **Walmart** overtook **Amazon** in grocery ecommerce sales in 2020, when sales grew by more than **84%** to total **\$27.13 billion** for the big-box store. In comparison, Amazon's sales grew **63.1%** in 2020, hitting **\$25.79 billion**.
- Walmart's click-and-collect and Express Delivery services have contributed to its massive ecommerce growth.
- Amazon is limited in its ability to offer click-and-collect groceries. However, it has expanded its offerings via brick-and-mortar Whole Foods, Amazon Fresh, and Amazon Go stores.
- We didn't include **Instacart** in our rankings of US ecommerce retailers because it's a service that facilitates sales for grocery retailers. That said, if Instacart were to be ranked, grocery sales through the platform would've placed Instacart just below Amazon in the No. 3 spot.

Looking ahead: Although many consumers have returned to in-store shopping, grocery ecommerce will continue to grow as a retail category. Sales will hit **\$122.39 billion** this year and will cross **\$200 billion** in 2024.