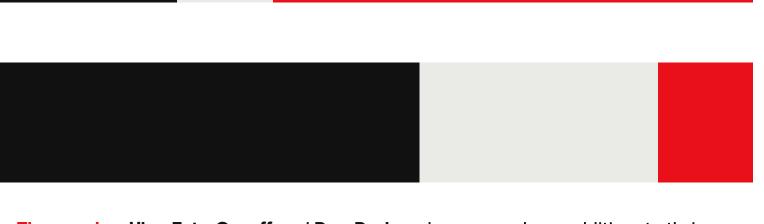
Rapid Roundup: The latest from food and grocery delivery platforms

Article



The roundup: Uber Eats, Gopuff, and DoorDash each announced new additions to their network of retail partners:





- Gopuff is teaming up with grocer Morrisons to offer food and grocery delivery to shoppers across the UK, per a company release.
- Uber Eats is expanding an existing deal with bp to make over 3,000 stores available on its platform by 2025, per a press release.
- BJ's Wholesale Club is partnering with DoorDash to give customers access to on-demand grocery delivery, the companies announced.

What this means: Under the terms of their partnerships, both Gopuff and UberEats will expand their international presence, which has become a priority for many rapid delivery companies.

- The alliance with bp allows Uber Eats to grow its convenience offering in key markets such as Australia, South Africa, the US, and Poland.
- By partnering with a supermarket chain, Gopuff can spend less on inventory and fulfillment centers, and focus on building the logistical network required to implement fast delivery.

Plus: BJ's is the first wholesale club to join DoorDash's marketplace. While anyone within the delivery radius can purchase from the retailer, only those who link their membership have access to member-only pricing.

 Not only does this expand BJ's audience considerably, but it could also incentivize shoppers to sign up with the wholesaler to access lower prices.

Looking ahead: Retail partnerships are a good way in the short term to boost product availability and increase convenience for shoppers. However, with more retailers looking to build their own fulfillment networks, delivery platforms will soon have to find other ways to keep ahead of the competition.

Digital Channels from Which US Digital Buyers Purchase Food/Beverage Products, by Demographic, Feb 2022

% of respondents in each group

	Female	Male	18-34	35-54	55+	Total
Amazon (including AmazonFresh and Whole Foods)	52%	57%	59%	53%	48%	54%
Walmart	52%	57%	64%	54%	39%	54%
Target	26%	25%	40%	24%	9%	26%
Grocery store's website (e.g., Kroger.com, Albertsons.com, Publix.com, HEB.com)	27%	23%	25%	25%	27%	26%
Other online grocery delivery company (e.g. FreshDirect, UberEats, Doordash, etc.)	22%	15%	39%	12%	2%	19%
Instacart	21%	15%	24%	19%	10%	18%
Club store's website (e.g., Costco)	17%	15%	17%	15%	16%	16%
Meal kit company (e.g.,Blue Apron, Hello Fresh etc.)	13%	10%	14%	11%	10%	12%
Quick Commerce (e.g. Gopuff, Getir, Gorillas, etc.)	4%	7%	12%	2%	1%	5%
Other	7%	5%	0%	8%	11%	6%

Source: "The Insider Intelligence Ecommerce Survey" conducted in February 2022 by Bizrate Insights, Feb 7, 2022
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