

# 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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