

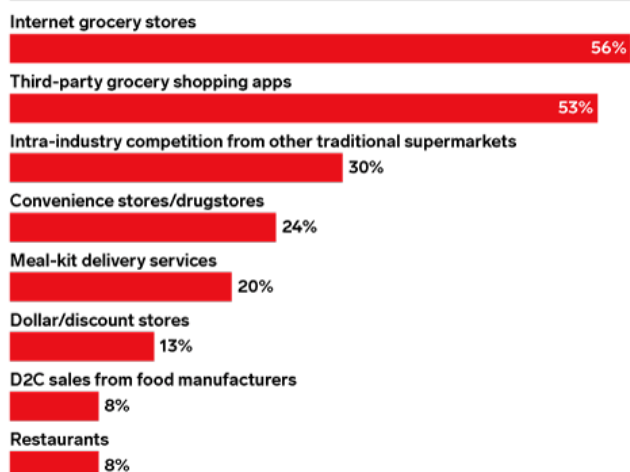
# Grocery execs concerned about competition from internet-only grocers

Article



## Types of Competition US Grocery Retail Executives Are Concerned With, June 2024

% of respondents



Note: n=100; respondents chose "very" or "extremely" concerned  
Source: Deloitte, "A Fresh (Food) Take on Grocery Convenience," Sep 10, 2024

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**Key stat:** Over half (56%) of US grocery retail executives are concerned about competition from [internet grocery stores](#) (like Thrive Market or Fresh Direct), according to a June 2024 survey from Deloitte. Nearly as many (53%) are concerned about third-party grocery shopping apps like Instacart or DoorDash.

### Beyond the chart:

- We forecast grocery retail ecommerce sales in the US to reach \$204.61 billion this year, an 11.5% increase YoY.
- Sales from grocery intermediaries (like Instacart or DoorDash) will represent over a quarter (27.3%) of total grocery ecommerce sales this year, up from 26.2% in 2023.

**Use this chart:** Marketers and retailers can use this chart to highlight the growing competition from digital players like internet grocers and third-party apps and demonstrate the need for allocating marketing resources to strengthen brand awareness.

### Related EMARKETER reports:

- [US Grocery Ecommerce Benchmarks: Q4 2024](#) (Subscription required)
- [US Ecommerce Forecast 2024](#) (Subscription required)

*Methodology: Data is from the September 2024 Deloitte report titled "A Fresh (Food) Take on Grocery Convenience." 100 US grocery retail executives with \$1+ billion in annual revenues and 2,000 US consumers were surveyed during May-June 2024.*