

Instacart and the Future of Grocery

AUDIO |

Andrew Lipsman

Business Insider Intelligence research analyst Daniel Keyes and eMarketer principal analyst at Insider Intelligence Andrew Lipsman discuss the future of grocery and why Instacart is leading the charge. They then talk about lululemon's magical Q2, what Amazon's latest wearable can do that others can't, and how Peloton's new equipment fits into its overall strategy.

From Which Digital Channels Do US Digital Buyers Purchase Food or Beverage Products?

% of respondents, by demographic, June 2020

	Gender		Age			Total
	Female	Male	18-34	35-54	55+	
Amazon (including AmazonFresh, Amazon Pantry and Amazon Prime Now)	51%	59%	56%	57%	50%	54%
Walmart	45%	39%	46%	33%	50%	42%
Grocery store's website (e.g., Kroger.com, Albertsons.com, Publix.com, HEB.com)	30%	37%	29%	42%	27%	33%
Target	25%	20%	38%	18%	13%	23%
Digital grocery delivery company (e.g., Instacart, FreshDirect, Shipt)	24%	19%	26%	21%	19%	22%
Club store's website (e.g., Costco)	15%	23%	11%	19%	25%	19%
Meal kit company (e.g., HelloFresh, Blue Apron)	9%	4%	9%	6%	5%	7%
Other	15%	17%	12%	16%	18%	16%

Note: among those who bought food or beverage items digitally in the past month

Source: "The eMarketer Ecommerce Survey" conducted in June 2020 by Bizrate Insights, June 9, 2020

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