

# In digital grocery, delivery intermediaries will see strong sales but decline in growth

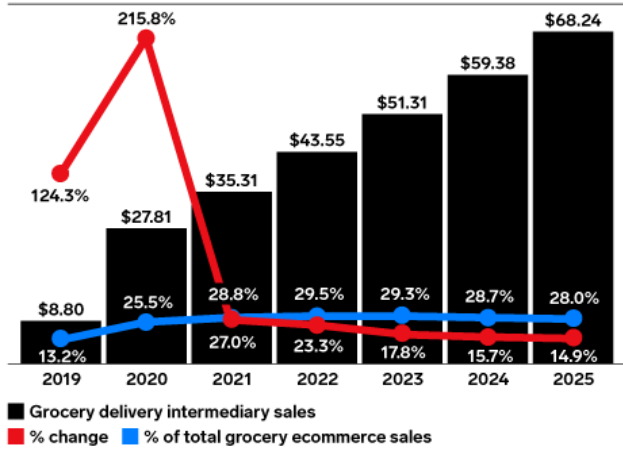
Article

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Delivery intermediaries like **DoorDash**, **Instacart**, **Shipt**, and **Uber** will see strong US grocery sales through 2025 even as their growth in the category declines. Much of that deceleration is to be expected after their grocery sales soared **more than 215%** last year to hit **\$27.81 billion**, up from **\$8.80 billion** in 2019. Though they won't maintain the breakneck pace, these services will more than double their grocery sales between 2020 and 2025 to **\$68.24 billion**.

**US Grocery Delivery Intermediary Sales, 2019-2025**

billions, % change, and % of total grocery ecommerce sales



Note: sales of grocery products ordered via digital services like DoorDash, Instacart, Shipt, and Uber, where the sale occurred on the delivery intermediary's site/app; excludes taxes and tips; excludes restaurant sales; includes pickup and delivery  
Source: eMarketer, Aug 2021

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